PASSENGER S TRACTOR

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FERTILE FIELD ABROAD FOR U.S. **BUS EXPORTS**

Survey Reveals Territory Practically Untouched

ecial A. D. N. Washington Bureau WASHINGTON, Oct. 1.—All over the world a material interest has developed in the modern method of public transport by motor bus, according to the second report made public today of the survey conducted by the automo-tive division of the Depart-

ment of Commerce.

In investigating actual motorbus transport conditions over the world, the government sent guiding outlines for reports to all principal countries. The information so far received is very well worth while for all who are endeavoring to broaden their foreign sales that will appear in succeeding issues of commerce reports. The second commerce reports. The second article, covering some of the coun-tries of Europe and Central and South America, is presented heresecond

with.

The complete reports cover many phases of the subject, laws, regulations, prices, etc., not possible to include in the published articles; but these are available on application to the automotive division.

ARGENTINA

Motor bus transportation had its g in Argentina a little over \$4.0. There are at present 450 buses in use in Buenos Aires with possibly 200 more in the provincial cities. There are more arres with possibly 200 more in the provincial cities. There are more than forty lines operating in the city of Buenos Aires, connecting different railway stations with the principal centers of the city and with suburban points.

Standard bus and truck chassis

Standard bus and truck chassis are used, most of which are of American manufacture, of two-ton american manufacture, or two-ton to five-ton capacity. Truck chassis are preferred, because they are bet-ter able to stand overloading. Some Swiss and German makes of chassis also are in use.

AUSTRIA

With the addition of 24 new lines during the current summer to the 41 lines now operating bus trans-portation in Austria will be pro-vided mainly by the Austrian government and private companies and to a less extent by different municipalities. The total length of state operated lines will be approximately 1,100 kilometers. Private companies have 37 lines in operation.

Standard truck chassis in consist of lightweight express types with pneumatic tires, and the ordi-nary heavy type with solid tires. Buses now in use are of German, Swiss, Italian and domestic origin;

(Continued on Page Two)

New passenger car registrations throughout the country, compiled for the week and month, will be found on Pages 6 and 7 of this issue.

ALFRED H. SWAYNE, chair-A man of General Motors Acceptance Corporation, who, upon return from England, strikes note of optimism for auto conditions both here and abroad.



TRUCKMEN FIGHT **NEW WEIGHT LAW**

Portland, Ore., Sept. 30.—An injunction against the Oregon Highway Commission to restrain enforcement of the new weight limit forcement of the new weight limit on the Columbia River highway has been filed in United States District Court by R. B. Morris, doing business as Morris & Lowther; H. E. Hewitt and Lew Lunamaker, doing business as the John Day Valley Freight Company; H. L. Livingston, doing business as the Bend Portland Transit Company and the Hood River Truck Line, Inc.

Action was taken for the Ore-

Line, Inc.

Action was taken for the Oregon and Washington auto freight associations. The Oregon law sets a 22,000-pound limit on all highways. On August 28 the commission reduced the limit on the Columbia highway, between the Multnomah county line and Hood River, to 16,500 pounds. The plaintiffs complain this was done without previous notice or consideration of evidence.

AERONAUTICAL EXHIBIT OPENS AT FORD AIRPORT

Special from A. D. N. Detroit Bureau
Detroit, Sept. 30.—The first public exhibit of aeronautical instruments, accessories, aviators' supplies and airplanes was opened yesterday at the Ford airport, where the first aeronautical exposition is being shown all this week. While the planes entered in the commercial reliability tour are covering their 1,000-mite flight, all types of flying are being shown at the airport. An air circus will be a daily feature, beginning tomorrow. Planes at the field were augmented today by the arrival of two big army bombers, a pecial from A. D. N. Detroit Bureau arrival of two big army bombers, a Curtiss and a Martin, both from McCook field.

WILL OPPOSE EXCISE TAX

WILL OPPOSE EXCISE TAX
Minneapolis, Sept. 30.—The Minneapolis Automobile Club started
work today to bring pressure to
bear on Minnesota senators and
congressmen in opposition to the
automobile excise tax. G. Roy
Hill, secretary of the club, declares
automobile owners have a splendid
opportunity to secure relief if they
act as a united body.

SWAYNE SEES **BIG FUTURE FOR MOTOR INDUSTRY**

Conditions Bright Both Here and Abroad, He Declares

NEW YORK, Sept. 30.— "Generally speaking, the ase of motor transportation in England is rapidly increasing; England has come to realize the value of the motor as a utility," said Alfred H. Swayne, chairman of General Motors Acceptance Corpora-tion and vice-president of General Motors Corporation, who returned yesterday on the White Star liner Majestic.

"From present indications, there seems to be a great future for the motor industry abroad. Conditions are gradually getting better, trade is improving, budgets are being balanced, and all these things, will forwards, effect the things will favorably affect the motor industry. I understand that England has today about 600,000 motor cars, as compared with 250,000 two years ago.

"From the present outlook here in America, I cannot see any let-up in the motor situation for next year, and I think companies w continue to enjoy a great era prosperity indefinitely."

Locomobile Plans **Increased Output**

George E. Daniels, vice-president and general manager of Locomoand general manager of Locomobile Company of America, Inc., announces the installation of a new 590-k. w. generator and uniflow engine in that company's Bridgeport, Conn., plant. All power used by the Locomobile company in producing the Junior Eight and the Standard Locomobile is now generated on that company's own grounds.

This improvement marks an-

improvement marks another important step in the reconstruction of the Locomobile plant struction of the Locomobile plant to provide for quantity production on a popular priced car. The factory expects to be producing fifty cars a day beginning January.

Present production is running from twenty-five to thirty cars per day.

VETERAN GETS POST Indianapolis, Ind., Sept. 30.—Sam F. Rule, who has been engaged in the accessory field for more than fifteen years, has been appointed manager of the M. & twenty-five to thirty cars per day.

DAVID M. AVERILL, vice-D president and general man-ager of Ajax Motors Company, who announces expansion program to take care of growing demand for new Ajax car.



ALLIS-CHALMERS FARM SALES GAIN

Milwaukee, Sept. 30.—Allis-Chalmers Manufacturing Company reports that improved conditions in the rural districts have had a beneficial effect on sales. The company has increased tractor sales about 86 per cent. over 1924, according to official, and the demand is expected to continue through this year and into next. Electric business is about 42 per cent. of the total, it was said. The employment situation is good, there being 6,400 workers in the plant September 1, compared with 6,445 August 1 and 6,504 July 1. Business, on the whole, shows a slight lull. It is believed the company-will show a small decrease in unfilled orders as of October 1. Order books stood at \$10,885,000 September 1, a gain of approximately \$670,000 for the preceding month. Business on hand totals nearly \$11,000,000 and is the best of the year. Much of the business comes in small orders and the of the year. Much of the business comes in small orders and the average is so regular that order books show a variation of less than 10 per cent, annually,

VETERAN GETS POST

Parts Distributors of Detroit Report Big Gain

Detroit, Sept. 30.—The extent to which prosperity is general in the automotive industry is revealed by a survey of the sale of parts by leading distributors. This indicates that business in the first nine months of 1924 is more than 40 per cent. greater than for the same period last year. Wholesalers report a heavy demand from dealers, who in turn state that the distribution of parts has drawn stocks lower than they were in the spring.

The Automotive Parts Corporation, which handles more than Special from A. D. N. Detroit Bureau thirty lines of accessories

AJAX DEMAND **PAVES WAY FOR BIG EXPANSION**

Company Planning to Double Present Production Rate

RACINE, WIS., Sept. 30.— The 5,000th Ajax car built in the four months since production was started left the factory here today, and with its shipment the company announced an expansion program which will eventually double the production capacity of the plant.

Production increases have been going on from time to time until the present volume necessitates plant expansion, and plans for the installation of additional and new machinery are being made at the present time. ent time.

Present time.

Production during the past week has gone on at the rate of 112 cars per day and the factory is now several weeks behind in fulfilling advance orders. These orders, according to David M. Averill, vice-president and general manager, are coming from only one-fifth of the major cities that will ultimately handle the car.

car.
Distribution of the four-monthsold car is now nation wide, but
many centers are being held back
for their full quota of cars because
of the practice of the company of
limited production at the outset,

limited production at the outset, he says.

"With the opening of new dealer points." declares Vice-president Averili. 'factory production of the demand has grown in proportions greater than our present facilities can supply, so we have literally been forced to prepare for doubling production considerably sooner than our original plans called for."

The success which the new car is meeting in the field is most gratifying to Charles W. Nash, president

ing to Charles W. Nash, president of the Ajax Motors Company and the Nash Motors Company, who declares that while he felt that be-fore actual production on the Ajax had begun, the demand for the car would be unusually heavy, he never anticipated that the public accept-ance of his product would be so

Ford's Kansas City Plant Open

Kansas City, Sept. 30.—The Ford Motor Company's assembling plant here will reopen with a full force of 1,500 men tomorrow. The plant has been closed down since August 1

With full production the plant will turn out 450 of the new model Ford cars daily. It will be several weeks before the plant fills approximately 15,000

will be several weeks before the plant fills approximately 15,000 orders now on file.

The plant was closed down to prepare for construction of the new model Ford cars.

NEW SALES DIRECTOR

West Allis, Wis., Sept. 30.—An-nouncement has been made by the McFadzen-Doering Motor Company of the appointment of F. A. Spilker as sales director. Mr. Spilker has been connected with McFadzen-Doering, Chrysler distributors, since their organization.

FRENCH URGE HIGHER TARIFF

But Buying Public Sees Lower Duty Tax as More Beneficial

PARIS, Sept. 30 (U. T. P. S.).-Despite the fact that foreign cars imported into France have to bear a 45 per cent. ad valorem import duty, in addition to other shipping charges which total at least 10 per cent. more, a vigorous campaign is going on in the French automotive trade press for the increasing of tariff duties on foreign

Naturally Naturally enough, those who clamor for higher duties are backed by certain of the French manufacturers, but there is a very large section of the public which has no sympathy with the high tariff group and maintains that a lovering of tentile resided seekers. lowering of tariff is needed so that something like competition can develop on the now tightly bound French market and enable the French public to reap the advantage of lower price and standardized product which would result from the competition of American and British cars.

They point out that the poor condition of the French automotive industry is solely one of its rown making and that if standardization of product and volume of output were attained, the French cars would not need to have the protection of high lowering of tariff is needed so that

the French cars would not need to have the protection of high tariff rates, but could maintain superiority in their own markets because of the natural advan-tages which accrue to a domestic

tages which accrue to a domestic product.

As an example of the lack of standardization in the industry, they cite the cases of manufacturers who make in the same plant automobiles of 6, 10, 12 and even 40 horsepower. 40 horsepower.

spite their face."

certain groups on the higher tariff side maintain that increased competition would mean the wiping out of smaller French manufacturers, but the low tariff group say that this possibility is out-weighed by the good to be accomweighed by the good to be accomplished in the form of the increased use of autos in France. The present rate of growth of automobile use, they point out, is twice as slow as in England and twenty times as slow as in the United

HENRY FORD watching the start of the Ford Aerial Derby at Detroit, in which his own ship was an entry. The Ford plane averaged 98.2 miles an hour. The aerial tourists are due back in Detroit Saturday.



To Map Export Program At N. A. C. C. Fall Meeting

NEW YORK, Sept. 30.— Planning for expected large increase of business in the foreign field, leaders of the automotive industry will map out export programs at the fall meeting of the National Automobile Chamber of Commerce, October 8.

John N. Willys and C. W. Nash 40 horsepower.

French automotive manufacturers, the opponents of higher taxes maintain, are enjoying a practical stranglehold on the market, which only operates to stunt the growth of auto use in France, thus bites of their nose in the export marketing of motor trucks.

Among other officials on the program will be H. H. Hills, Pack-ard; E. C. Morse, Chrysler; Percy Owen, Dedge Brothers; George E. Daniels. Locomobile: Cleveland: J. H. Dreibelbis, Gener-

Cleveland; J. H. Dreibelbis, General Motors.

The meeting is preliminary to the Second World Motor Transport Congress to be held in New York, January 11-13, 1926.

The topics arranged for the October meeting include:

A—What can be done to offset

D-What promotional work should be undertaken to stimulate lemand abroad? Proposals will be considered for stimulating of demand abroad through efforts of indi-vidual manufacturers and through co-operative efforts in motor transport congresses and

motor transport congresses and other promotional activities.

on American cars abroad?

Under this heading will be discussed solutions for high tax-

ation through change in engine design; foreign assembling

ation through change in engine design; foreign assembling plants; government policy; N. A. C. C. co-operation with government and change of policy in commercial treaties.

B—How can costs for delivering utomobiles to foreign destinations be reduced?

Discussion will center on needs

Discussion will center on needs

of according preference on ex-port over domestic shipments to obtain greater turnover by deal-er; elimination of boxing; facil-itating of export service and

itating of export service and general items entering into land-

ed costs abroad.

C.—How can credit facilities to encourage larger volume of exports be provided?

Discussion will take in developments for financing of wholesale export trade; obstacles in way of retail sales on time payments abroad; and general means for solving financial proba-

means for solving financial prob-

ed costs abroad.

lems in exports.

5.000 at Brockton **Automobile Show**

Brockton. Mass. Sept. Brockton, Mass., Sept. 30.—
More than 5,000 people witnessed
the opening of the Brockton Fair
Automobile Show in this city today. The automobile building was
filled to its capacity of 200 cars.
Every available space was taken
by automobile distributors and
dealers from this district and
Roston.

Boston.
The Brockton Fair, which is the largest in the East, has the most elaborate automobile show in New England, except the Boston show held in March, In all there were

held in March. In all there were about forty displays of the latest models of automobiles.

, Some of the cars on display were: Packard, Palge-Jewett, Oakland, Oldsmobile, Nash, Ajax, Hudson-Essex, Jordan, Buick, Ford, Diana, Moon, Franklin, Studebaker, Flint, Stutz, Locomobile, Dodge, Rickenbacker, Durant, Star, Overland, Willys-Knight, Kissel, Davis, Reo, Chevrolet and Cadillac.

Auto and Gas Taxes Supporting No. Dak. Highways

St. Paul, Minn., Sept. 30.-Taxes on automobiles and gasoline are making North Dakota highways self-supporting, Gov. A. C. Sorlie said in St. Paul yesterday.

He is accompanied by members of the North Dakota Highway Department on an inspection trip of Minnesota's highway construction equipment.

equipment.

"North Dakota now has about 150,000 automobiles and there is a strong demand by motorists for well-maintained hard gravel roads. They have signified a willingness to pay gasoline and license taxes to cover the maintenance. To this effect we are expanding the Highway Department to put North Dakota on a modern motor car era basis," declared Gov. Sorlie.

Stock Sizes of **Grinders Reduced**

Washington, Oct. 1 .- Reduction rom 715,200 stock sizes of grind-og wheels to 255,800 was adopted t a general conference of manufacturers, distributors and held today under auspices of the Department of Commerce. It is estimated that there will be a saving of \$5,000,000 a year to manufacturer, distributor and user from he program.

It was pointed out by George W Chormann of Niagara Falls, N. Y Chormann of Niagara Falls, N. Y., that the simplifications proposed covered only six types of wheels: internal, cylinder, straight cups, flaring cups, dish wheels and double cups, of which there are made 414 existing shapes.

Among those who attended the inference were: S. H. Finley, conference conference were: S. H. Finley, Timken Roller Bearing Company, Canton, O.; Harry H. Gee, Dodge Brothers, Detroit; Charles F. Naas, Packard Motor Car Company, De-troit; F. W. Smith, General Motors Corporation, Detroit.

U. S. Exports to Japan Decrease

Special A. D. N., Washington Bureau

Washington, D. C., Sept. 30.—
United States exports to Japan during the fiscal year ended June, 1925, totalled \$216,427,527, a drop of slightly over \$67,000,000, compared with the corresponding period of 1923-24, according to the Far Eastern Division. Denartment Far Eastern Division, Department of Commerce. Apparently this indicates a marked slump, but in reality there is no cause for alarm. There was a falling off of automobiles and trucks of nearly \$6,500,000 during the 1924-25 period.

The bulk of this decline was a protect trucks and buses and was

The bulk of this decline was in motor trucks and buses and was a result of the heavy over-importation shortly after the earthquake to meet the sudden abnormal demand for transportation and hauling facilities, owing to the temporary dislocation of the rail and tralley services.

CHEMIST URGES FUEL ECONOMY

American Society Opens Four-Day Symposium On Motor Fuel

NEW YORK, Sept. 30.—Although there is no immediate indication of a shortage in crude petroleum in this country, resources are not being replenished as rapidly as they are being drained.

This was the warning sounded esterday by K. G. Mackenzie, consulting chemist of the Texas Oil Company, speaking before the American Chemical Society in this city.

The society opened a four-day symposium devoted to motor fuel and oil conservation in a study of

symposium devoted to motor fuel and oil conservation in a study of the nation's fuel resources. Meetings are being held in the Chemists' Club with Dr. C. O. Johns of the Standard Oil Company of New Jersey presiding.

"There is believed to be no immediate danger of exhaustion of crude petroleum in the United States, with a resulting cessation in the production of gasoline," said Mr. Mackenzie.
"There are, moreover, enormous oil reserves elsewhere in the world, part of which, at least, will be available for our use.
"However, petroleum resources, both in this country and elsewhere, are not being replenished at the rate at which they are being withdrawn. The conservation of these resources is a subject worthy of serious consideration. Great strides have been made by the oil industry in increasing the percentage of gasoline obtainable from crude petroleum by means of cracking and actual losses, both in the products, have been reduced to every small figure.
"Future conservation is largely up to the consumer, by securing

very small figure.

"Future conservation is largely up to the consumer, by securing greater efficiency in the gasoline he uses, and thus reducing the consumption for a given amount of work performed. This can be accomplished by the individual consumer, first, by using to prevent excessive

of gasoline in his car, and second, by demanding of the automotive manufacturers that more efficient motors be manufactured."

Overland Co. Not. To Open Big Plant

Elyria, Sept. 30.—A persistent rumor that the Willys-Overland Company would re-open its large plant in this city has been flatly contradicted in a letter received by the Board of Trade from the publicity department of the plant at Toledo. This communication states that the company has no intention of re-opening the factory which has now been closed for four years.

Fertile Field Abroad For U. S. Bus Exports

(Continued From Page One)

in operation. Sales are usually made from manufacturer to user.

BELGIUM

Bus transportation has developed rapidly in Belgium since the close of the war, but hardly along lines that would interest American builders of

there are no American-made buses mated that there are scarcely 500 mated that there are scarcely 500 motor buses in all Germany. Prohibitive import conditions have contributed to the exclusion of American buses. The relatively few vehicles in operation are exclusively German manufacture. hibitive

FINLAND

Bus transportation in Finland is in a pioneer stage, growing rapidabout 400 privately owned buses in Belgium, of which the number per owner arranges from one to four. Most of these vehicles consist of a very light chassis equipped with a cheap bus body.

GERMANY

Berlin is the only German city having a public bus service on anything like a large scale. It is estimated that there are having a public bus service on anything like a large scale. It is estimated that there handling city traffic. Bus transportation in Finland is

Arrange Details For **Detroit Races Sunday**

Detroit, Sept. 30.—The second annual 150-mile auto race, to be held on the mile track at the state fair grounds here Sunday afternoon, October 4, is attracting a number of drivers. The Michigan Speedway Association, directed by State Representative Chester M. Howell of Saginaw, is in charge.

As in all races which the organization represents the entry is open

As in all races which the organization sponsors, the entry is open, with no barnstorming allowed, and cash prize money is up for the winners. The track has been built up on the turns to an angle permitting the cars to race at nearly top speed. The speedway has been built and the bricks at Indianapolis, the event is the longest in distance in this section of the country.

planed, combed for pebbles and small stones and has been given several coatings of heavy oil, to

several coatings of heavy oil, to keep any dust down.

Speed of from 75 to 90 miles an hour should be developed in the race. The entries close Thursday night at midnight and race head-quarters has been established in the Fort Shelby Hotel.

Last year 15 000 people witnessed.

Last year 15,000 people witnessed

MEDIUM PRICED USED CARS FIND STRONG DEMAND

BUFFALO, N. Y., Sept. 30. -A check of the used car markets today showed business for the week past apparently normal for the season, but more or less spotty. Most dealers feel that conditions are satisfactory, all factors considered, but one or two were pessimistic as to the future.

The weekly used car sales The weekly used car sales report of the Buffalo Automobile Dealers' Association just issued for the week ending September 19 showed total sales of 119 cars, amounting to \$63,700, of cars, amounting to \$63,700, of which 39 per cent. were open and 61 per cent. closed jobs. The average is \$535.29 which would seem to indicate rather a strong demand for the medium

class of used car.

R. H. Willats, manager of the local Hudson-Essex Company, said that sales of used cars were steady for the season and much better than at the same time last year, which condition has prevailed since last spring.

last spring.

H. H. Hale, general manager of the A. W. Haile Motor Co., said that about the same number of used cars is being sold this year as last, although the volume in dollars and cents may be less, for the reason that sales are running strongly either to the very low-priced or quite expensive car, with comparatively few sales of mediumpriced used jobs.

Although business for the past week was note quite up to the pre-

week was note quite up to the previous week, G. H. Shubert of the Nash Buffalo Corporation expects the month to close with a good week, and looks for a 20 to 30 per cent. imprvement in used car sales for the month of October.

for the month of October.

H. W. Prine, wholesale manager of J. A. Cramer, reports business last week exactly as good as the week before. The vacation period is now over, both for salesmen and buyers, and better business is expected during the weeks ahead. The salary of the average buyer ranges from \$1,800 to \$2,000.

PLAN INSURANCE FOR WESTCHESTER AUTOISTS

White Plains, N. Y., Sept. 30. Prominent residents of Westchester county have incorporated the Westchester Mutual Casualty Company, which will be conducted under the supervision of the New Insurance Department, and will insure only owners of automo-biles who reside in Westchester will insure only owners of automobiles who reside in Westchester county, so that it will be purely a home county corporation.

In a circular issued recently the directors stated: "We desire to im-

press the fact that the population of Westchester county is approxi-mately 500,000, and that today there are more than 70,000 cars owned by residents of the county."

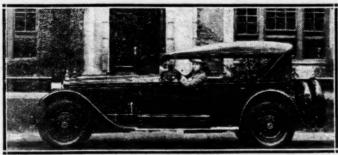
FLINT DEALERS VISIT PLANT AND PLACE ORDERS

Philadelphia, Pa., Sept. 30 (U. T. P. S.).—Sixty Flint dealers, comprising those in Philadelphia and adjacent territory, have returned from a trip to the factory at Flint, Mich. The dealers from this field have been especially successful, and on this occasion they placed orders for immediate delivery for upward of \$500,000 worth-of cars.

NEW ESSEX DEALERS

Evansville, Ind., Sept. 30.—Con-tracts were signed during the past tracts were signed during the past week by the Wabash Valley Motor Company, Hudson and Essex car distributor in southern Indiana, southern Illinois and western Kentucky for the opening of new firms, one at Olney, Ill., and one at Kuphawa Ky

COL. WILLIAM MITCHELL USED THIS PACKARD to CATTY him from San Antonio, Tex., to the air service hearing in Washington, D. C., at which he is the central figure. Enterprising dealer awaited him at Waco, Tex., and filled the car with gas and oil and gave it complete inspection while the colonel snatched a bite of lunch. Col. Mitchell made the entire trip without mishap.



Washington License

Olympia, Wash., Sept. 30 .-

Washington's ssocial register of

the "Four Hundred Thousand,"

wherein are written the names

and other pertinent facts con-

cerning those licensed to operate motor vehicles over state high-ways, discloses the fact that the Prince of Wales is now listed among the legally qualified mo-torists of this state.

Further inquiry revealed, how-ever, that he who has honored

Washington's motor vehicle records with his name is not to be confused with the popular heir apparent to the British throne, but is a native American Indian prince residing at Port Townsend, Wash.

PLANS \$123,000 GARAGE

New Haven, Conn., Sept. 30.—A permit was issued here today to E. M. Jennings for a brick garage and salesroom at 250 Whalley Ave. to

Prince of Wales Has

Distributor Doings

ADD NEW DEALERS

Evansville, Ind., Sept. 30.—With the signing of two more dealer con-tracts the Bennighof-Nolan Com-pany, Willys-Knight and Overland pany, Willy distributor, distributor, is represented at forty-four points in twenty-seven counties counties of southern Indiana, southern Illinois and western Kensouthern Illinois and western Ken-tucky, according to Henry Bennig-hof, wholesale department man-ager. The new dealers are the Princeton Auto Company, Prince-ton, Ind., and the Marvel Sales Company, Owensville, Ind.

TO DISTRIBUTE CHEVROLETS

Pendleton, Ore., Sept. 30 (U. T. -Robert Simpson & have taken over the distribution of ne Chevrolet in Umatilla county and part of Morrow county. A complete line of parts will be careed, according to Robert Simpson, head of the concern

GETS JORDAN FRANCHISE

Memphis, Tenn., Sept. 30.—The 963 Union Ave., has been appointed distributor of Jordan cars in this

PACKARD CELEBRATION

Philadelphia, Sept. 30 (U. T. P. S.).—Packard, Inc., local distributor of Packard cars, with its territorial organization, celebrated its banner sales year with an outing at the Philadelphia Rifle Club. at the Philadelphia Rifle Club. holding athletic contests of various kinds on the Reading Athletic Field which adjoins the club grounds. Ten employees received gold watches in recognition of ten years of faithful and unbroken service.

SEES BRIGHT OUTLOOK

St. Louis, Sept. 30 (U. T. P. S.). -R. C. Frampton, local Hudson Essex distributor, says that he looks for one of the best seasons for automobile sales in years this fall. "The average motor car buyer believes that right now the best values ever offered can be obtained, and the buyer is obeying his impulse to buy the car he may have been considering for some time," said Frampton.

SPOKANE NASH SETS PACE FOR DISTRIBUTORS

Spokane, Wash., Sept. 20 (U. T. P. S.).—During the year ended September 1 the Spokane Nash Motor Company led in rate of sales increase the entire list of fiftythis make of car in the United States, according to Roy E. Dahl, manager of the local firm. The increase was nearly 300 per cent. During the month of August the

Spokane firm ranked second in rate of increase among the Nash agencies, the one leading for that month being Oklahoma.

OVERLAND APPOINTMENTS

Detroit, Sept. 30.—Hugh J. Gaulty has been made retail store and sales manager for Willys-Overland, Inc., at the branch at 4400 Woodward Ave. Charles Stead has been named as his assistant.

Sees Financing Important Phase of Auto Industry

HICAGO, Sept. 30.—Retiring as president of the Central Automobile Finance Credit Association at the annual meeting last week, W. L. Githens of Githens Bros. Company, stated there was nothing more vitally important to the success of the automotive industry than the financing of the re-tail sales of the dealers in all makes of cars.

'Yet the financing end receive scant notice," said Mr. Githens. "It has grown to be of such magnitude

BUICK DISTRIBUTOR
TO SPEND \$200.00

that without it only 25 per cent. of the present sales would be possible. "In 1916 only thirty-nine com-panies were engaged in automo-bile financing in the entire United States and the methods then employed were crude and incomplete.
Today there isn't a city in the
United States of more than 10,000 opulation but supports one or

"In Chicago there are more than 100 companies engaged in automobile financing, doing a business that is startling when reduced to dollars and cents. The new National Association of Finance Companies, comprising more than 250 companies and more than 250 companies and organized in Chicago on December 12, 1924, has an aggregate capital of approximately \$300,000,000, doing a business of more than \$1,000,000,000 a year.

"Much publicity is given the automotive industry concerning the magnitude of its business, but re-move the financial support given by the automobile financial corporations and this business would

porations and this business would drop off 75 per cent.

"During 1924, new automobiles were sold at retail in Cook county alone to the amount of 65,796. This aggregated about \$133,789,586, of which \$99,102,-193 was sold on the instalment plan. Of this latter amount \$61,461,000 was carried on the financing company's plan.

"This amount included new cars

TO SPEND \$200,000 ON **EXPANSION PROGRAM**

Sioux Falls, S. D., Sept. 30 (U. T. P. S.) .- The Pence Automobile Company of Minneapolis, distributor of Buick cars, will spend \$200,-000 on an enlargement plan in South Dakota. The deals which aggregate this amount are announced today as follows: Purchase of a \$75,000 building for the Sioux Falls branch, contract for a \$65,000 new building for the Mitchell branch, erection of a \$60,000 building for the branch at Huron, and renewal of a lease on a \$25,000 building at Watertown. Construction begins at Mitchell October 5, and at Huron, October

15. The enlarged scope of opera-tions in South Dakota, President Harry E. Pence ascribes to the prosperous appearance of the farm-ing districts of the state.

for Economical Transportation



Polished plate glass, clear and true, is used in both Chevrolet open and closed cars.

There are scores of such unusual quality features about which Chevrolet salesmen can talk convincingly. And that makes sales easier.

CHEVROLET MOTOR COMPANY, DETROIT, MICH. Division of General Motors Corporation

Commercial \$425 Touring . . . \$525 Coach Roadster . . . 525 Express Truck Chassis. 550

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY L O W COST T

utomotive Baily News EXCISE TAX UP

Published Every Day Except Saturday and Sunday by AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION.

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New Cars for Old

WHEN the average car is consigned to the junk heap W or its equivalent, approximately 75 per cent. of its mechanical parts are practically as good as new. In other words all the wear has taken place in about 25 per cent. of

This means that by substituting new parts for those which have suffered excessive wear, a practically new car would be obtained, with four or five years of potential service ahead of it. A car so treated would be entitled to the term "rebuilt." Rebuilding in this fashion is carried on in the typewriter field and in the sewing machine industry. To an A car so treated would be entitled to the term extent it is also done by piano manufacturers.

The fact that body types have reached a reasonable degree of standardization makes rebuilding a practical method of increasing car service. At the present time a rebuilt 1923 model with a good paint job would differ little in outward appearance from a 1926 car of the same make and model. Its cost to the owner who had had a rebuilding job done would be about one-quarter that of the new

Rebuilding motor cars is a development that will come The present question is who is going to do the rebuilding? Will the individual dealer do it, enlarging his plant and equipment to handle the work? Will a new subsidiary industry grow up, specializing in rebuilding? OR will the manufacturing organizations of the automobile industry itself take care of the development when it arrives?

The Foreign Invasion

N item of unusual interest appeared in the Automotive A N item of unusual interest appeared in the Automotive Daily News recently. This chronicled the arrival in this country of Emile E. C. Mathis, head of the French manufacturing company which builds the Mathis car, a literature of the country of t tle fellow with an engine turning up ten horsepower. Mr. Mathis is in this country to arrange for production here of this vehicle.

The very small car is likely to have its day of popularity within a short time. Whether it finds a permanent foothold here depends largely upon whether any substantial group of the American motor car buying public is going to accept the economic benefits of the small car in prefer-ence to the qualities it has grown accustomed to in the larger cars that are traditional here.

Sign Here

F course you want the war-time excise taxes on motor vehicles and parts repealed. Every member of the automotive industry and every person who uses automotive equipment wants to see this class taxation wiped out. Then do your bit by signing the brief petition to Congress which is subjoined. Paste a sheet of paper below and have your employees and customers sign. When you have gotten all the names you can, mail the petition to the Automotive Daily News, 25 City Hall Place, New York city.

BEAVER, PA., AUTOMOBILE DEALERS OPPOSE EXCIS

A PETITION TO THE CONGRESS OF THE UNITED STATES FOR REPEAL OF THE EXCISE TAX ON MOTOR VEHICLES AND PARTS.

We, the undersigned citizens of the United States, dealers in and users of motor vehicles and equipment, respectfully and earnestly urge the repeal of the war time excise taxes on passenger motor cars, motor trucks, parts, tires and accessories. During the period of the war and readjustment, these taxes were willingly and patriotically borne. The economic need for them has now passed. Their continuance is a sorious harvering of basicers and patriotics. patriotically borne. The economic need for them has now passed. Their continuance is a serious hampering of business and a heavy burden on users of motor vehicles and equipment.

Signed.	 *	*	×	×.	*		*	*	*		*		٠	٠						×		*	

TO AUTO OWNERS

Charles Janes, A. A. A. Secretary, Sounds Appeal for Unity

Columbus, O., Sept. 30 (U. T. P. S.).—Charles C. Janes, secretary of the Ohio State Automobile Association and also secretary of the A. A. A., has issued a statement urging motorists to support movement for the abolition of the excise taxes on automobiles. Among other things he says:

"The fact is disclosed that although hundreds of manufactured though hundreds of manufactured articles have been relieved of special war-time taxes, the automobile purchaser is still paying on the average a special levy of \$28 on every new car he buys. In 1924, \$124,000,000 was collected through this special war tax. The motorists class paid 88 per cent. of the as a class paid as per cent. of the total collection by the Federal government from all of the war excise taxes which are still in force.

"Last year the association and its class which are still in the class to the college of the

clubs obtained a reduction in the \$25,000,000 to the motorists. The only reason they did not get a larger reduction was because individual motorists failed to push the issue. Congressmen are more impressed with appeals from a million individwith appeals from a million individ-ual motorists than they are from an organization having a million mo-torists in its membership. If every member of the A. A. A. and all other motorists, who could use that \$28 for some other useful purpose, had written direct to their congressmen, there is no question in my mind but that the whole tax would have been

eliminated.

"If this Federal tax is not done away with this year, the American motorist has only himself to blame. The investigation shows a huge sur plus Federal revenues. There is an ample surplus on hand to make the needed reductions in inheritance, gift and income taxes so stropressed by the administration, at the same time do away with of the hang-over war taxes on auto mobiles, parts and accessories."

Cleveland, O., Sept. 30. Cleveland, O., Sept. 30.—Motorists in the vicinity of Cleveland are urged by the Cleveland Automobile Club to lend their support to a national program calling for the repeal of the war excise tax on automobiles, which has been inaugurated by the American Automobile Association and which is supported in northeastern Ohio by the Cleveland Auto Club. Cleveland Auto Club.

the Cleveland Auto Club.

Motorists are urged to ask their senators and congressmen to vote for the repeal of this tax on the ground that there is now a surplus of \$350,000 available for tax relief. Last year, according to the A. A. A. bulletin, congress reduced the tax on accessories and parts from 5½ per cent. to 2½ per cent. following a vigorous campaign by following a vigorous campaign by the association. This netted motor of the country a saving of \$25 000, but it was only a drop in 100,000, but it was only a drop in the bucket compared to the saving that will be made pessible if the excise tax is wiped off the books, the statement adds.

DEALERS OPPOSE EXCISE

Beaver, Pa., Sept. 30 .- The Au omobile Merchants' Association of Beaver valley today adopted a resolution as follows:

"Be it resolved, that the associated automobile merchants of Beaver Valley, Pa., go on record as favoring the repeal of the present war excise tax on automobiles; and that copies of this resolution be sent to Congressman Thomas W. Phillips of this district, and to the Pennsylvania Automotive Association.'

tive Association."

Reports of the automobile exhibits of the association at Beaver County Fair last week were read and declared highly satisfactory.

The Observer

What is the meaning ugust production totals?

Every one in the business, to be sure, knows that the falling off is due to the Ford shutdown. But what is the effect of that going to be?

the market in August. the lowest figure for eighth month since 1921. In 1925 the number of motor cars turned out in August was 252,804; in 1923 the figure was 318,865; in 1924 the production for the month in question was 255,232.

When the September figures are available they will probably show a similar picture, because the Highland Park organization could not get back into maximum stride immediately.

There is much discussion this situation. Those who realize the enormous detail involved in bringing out a new line of cars are not surprised at the delay. The real question is what the perma nent effect will be, and how fall trade will react to the situation.

Two factors must be rece Two factors must be recognized: First, that for the first time in many years Ford is faced with close price competition. Second, that apparently many buyers have been waiting for the new models to appear.

remainder of the business did an improved trade over July, but they did not get all the busi-ness that might otherwise have

There is food for thought in there is food for thought in 5. Two hundred and twenty-5 thousand cars were made for market, when a normal de-and would have indicated a mand would have muran-need for at least 300,000. The value of an established name,

AUTO EXCISE TAX DECLARED UNFAIR

Hartford, Conn., Sept. 30.—That the excise tax on automobiles was a war-time measure and should be removed is the opinion of Russell removed is the opinion of Russell P. Taber, former president of the Hartford Automobile Dealers' Association, now director of the National Automobile Dealers' Association and president of Russell P. Taber, Inc., state Reo distributor.
"Every one in the automobile

Every one in the automobile business recognizes that fact," continues Mr. Taber. "While the automobile has done more for the development and uplift of the country than any other agency, it is probably the most taxed article of all. It is taxed by the state and by the city, as personal property by the city, as personal property, and for the gasoline it uses, so that it provides considerable revenue. The results in our own town and state prove that. With a war tax on top of the rest it makes it a bit hard for all concerned. The purchaser of a motor car is just as chaser of a motor car is just as much entitled to a release from war-time taxes as is the purchaser of other commodities from which the tax has been removed. The National Automobile Dealers' Association has done good work in an effort to have this measure received and we are received. pealed, and we are working through our local organization on our representatives in Congress. We hope for the best."

ganization, the desire of a public educated to a particular prod-uct, held that part of the market in line until the goods were

This is not peculiar to Ford. It is equally true of Buick, Stude-baker, Hudson-Essex and other big names in the business who could, without doubt, step out of the picture for a month or two and still hold their place.

All of the light cars are get-ting better. All will find an in-creasing market. And all will require improved due to competition.

Coming Automotive Events

SEPTEMBER

3.—Oklahoma City, C Annual State Fair and position.

3.-Hotel Winton, Cleveland. National Safety Council, Fourth Annual Safety Congress and exhibit.

3—Fresno, Cal. Fresno Motor Car Dealers' Associa-tion show in connection with fair.

OCTOBER

New York City. Society of Auto-motive Engineers. Aeromotive Engineers. Aero-nautic meeting.

Coliscum Bidg., Salt Lake

City, Utah. Auto show at State Fair.

Tulsa, Okla. In Petroleum Expo Buenos Aires. International Exposition. res. Pan Road

Congress.
Young's Million Dollar Pier.

Young's Millo.
Atlantic City. America.
Electric Railways.
Conn. Auto show

Electric Railways.

-Danbury, Conn. Auto show
at State Fair.

-Tulsa, Okla. Mid-Continent
Oil and Gas Association.

-Montreal, Canada. Motor
and Accessory Manufacturers' Association. Fall con-

London, England. Olympia

Passenger Car Show.

-Chicago. Chicago Automomotive Trade Association. Used car show.

Laurel, Md. American Automobile Association race, at Bilt more - Washington Speedway.

Boston. World's Rubber

-Boston. and Tropical Exposition.

Dallas, Tex. Dallas Automobile Trades Association

show at State Fair. -Salem, N. H. American Auto mobile Association American Pittsburgh, Pa. Pennayl-vania Automotive Associa-tion convention.

tion convention.

Montreal, Canada. National
Association of Automobile
Companies convention.

1—San Francisco, Cal.
Fifth annual California and
Industries Exposition.

Salonica, Greece. First annual sample foir.

nual sample fair. Grand Rapids, Mich. Michigan Association of County Road Commissioners and State Highway Department.

state Highway Department,
Building show.

-Greensboro, N. C. Carolina
Automotive Association
meeting.

-Boston. American Welding
Society.

-B-Shreveport, La. Auto
show at State February

Society.

8. Shreveport. I.a. Auto show at State Fair.

Charlotte, N. C. A. A. A.

race. 29-Nov. 7—London, Eng. Annual truck show

NOVEMBER

New York City—Society of Auto-motive Engineers, service engi-neering meeting. 5-7—Chicago, Ill.—Annual conven-

tion and show 7-15-Sao Paulo, Brazil-Automo-

9-14—Chicago, III. — Convention and show, Automobile Equip-ment Association, Coliseum. 9-14—San Francisco, Cal. — All-

Western Road Show. 12-13-Philadelphia, Pa.-Society

of Automotive Engineers, automotive transportation meeting.
2-13—Des Moines, Ia.—Iowa Automotive Merchants' Association

convention.

15-21—New York city,
bile Salon, Inc. Twentyfirst Annual Automobile
Salon. Hotel Commodore.

17-19—St. Louis, Mo., National convention.

New York city, Automo-

Financial News of the Automotive Industry

AMERICAN BOSCH SOON DEBT FREE

Sale of New Stock Will Permit Payment of Its Last Notes

Boston, Sept. 30.—The sale of 69,-133 new shares of stock by American Bosch Magneto Corporation, which is expected to be authorized by the stockholders, will raise well over \$2,000,000 cash and will enable it some time in the near future to retire the \$2,125,000 8 per cent. notes outstanding of the original issue of \$2,500,000 in 1921. The stockholders will then own the issue of \$2,500,000 in 1921. The stockholders will then own the property free and clear, representing tangible assets of \$8,500,000 and will thereafter be in position to receive with a continuance of good earning power dividends that have been suspended since 1921. have been suspended since 1921.

Company's Progress

The new financing may be regarded as the culminating step in rehabilitation of American th. It should not obscure the dy progress that has been Bosch. It should not obscure the steady progress that has been made toward cleaning house and increasing efficiency ever since active management was assumed of the Gray & Davis property in the spring of 1924. Comparison of vital items March 31, 1924, and at present serves to emphasize this

	Λ	us.	31.'25	Mar. 31.'24
Inventory		. \$2.	690,000	\$3,687,000
Notes payable			575.000	1,410,000
Current liabilities.		. 1.	697.000	2.940,000
Funded debt		0	125 000	9 975 000

Perhaps a better indication of flexibility has been the readjustment of the company's entire business. As its name implies, its chief function when it was organized in its present corporate form in 1919 function when it was organized in its present corporate form in 1919 was exclusively the manufacturing of magnetos. That first year it shipped 105.000 magnetos and did 60 per cent. of the country's business. The next year it jumped to 340,000 magnetos and did 70 per cent. of the business. Then came the 1920 crash, and in 1921 output was only 32,000 magnetos, 75 per cent. of total business nevertheless. cent. of total business nevertheless Farm equipment and tractor com-panies had overbought and passen-ger automobile makers had begun to discontinue the use of magneto equipment, a tendency that has per-

The Bosch management saw the The Bosch management saw the handwriting and began to develop new lines. It got out 12,000 battery-ignition and 57,000 starting-lighting units promptly in 1921 and by 1923 produced 230,000 and 280,000 units respectively.

Continental Motors Dividends -\$1,408,676

Detroit, Sept. 30.—With the payment of its quarterly dividend of 20 cents on the common, the Con-tinental Motors Corporation will distributed \$1.408.676 in dividends to stockholders this year. In discussing business conditions R. W. Judson, president, said: "Our business has been very satisfactory during the last six months; in fact, much better than we had anticipat-ed. Our present customers are increasing their regular schedules and we have completed negotiations with several new customers who are quantity producers. We anticipate a healthy increase in business for the next six months."

RANGE OF AUTOMOTIVE STOCKS

N.A.	MA	LU	r AUTUM	UII	V.C.	21	UCL	70
Pre	evious, 19	25	NEW YORK STOC	K MARK	ET			Net
High 15%	Low	Div.		Sales	High	Low 10 % 87 % 35 % 28 %	Close	Change
15%	71 1/4	6	Ajax Rubber Ailla-Chalmers Am. Bosch Magneto Brisgs Motor Co. Chandler Motors Chicago Yellow Cab. Chrysler Motor Pf Continental Motors Dodge Bros. A. Dodge Bros. A. Dodge Bros. Pf Electric Stor. Hastery Flisk Rubber Flisk Rubber Gardner Motors Gardner Motors General Motors Ge	3,200 1,100 41,400 6,000 1,300	11%	10%	10%	+ 1% + 1%
64 36	26 %		Am. Bosch Magneto.	41,400	38 1/4	35%	88 1/2 37 1/4	+ 1%
39%	27 1/4	1.50	Briggs Motor Co	6.000	37 1/2	28 1/4	29 %	+ 36
55		1.50	Chicago Yellow Cab	200	4.9	36 1/4	36 1/2 48	
190	108 %		Chrysler Motor	18,800	19436	18736	189	
10914	100 1/4	8	Continental Motors	600 4.900 9,700 7,500	106 1/2	106 1/2	106 1/6	-1- 1/4
31	21 %	7	Dodge Bros. A	9,700	29 1/4	10 1/a 28 1/a	28 %	16
89 71%	73 ½ 60 %	4	Dodge Bros, pf	7,500	86 % 67 %	86 1/4 65 1/8	86%	+ %
0.0.25	60%	5	Fisher Body	14,500	100 %	94	98 %	A 79
26%	10 1/2 75 3/2	· i · · ·	Fisk Rubber	20,900	27 1/4	26 1/2	26 %	+ 1/2
36 %	28 %	2.50	Gabriel Snubbers	1.900	34	2314	3316	+ 1/4
16 %	64 %	76	Gardner Motors	100 61.100	10%	10%	10%	+ 36
	102	7	General Motors 7s pf.	500	112 1/2	113 %	110%	+ 78
24 1/2	102 12 1/2 36 1/4	4	Glidden Co. Goodrich Tires Goodyear pf Hayes Wheel pf Hudson Motors Hupp Motor Indian Motorsycle	1,600 1,600	2234	2234	2254	+ 2 1/2
10736	86 1/8	7	Goodyear of	18,100	106 14	62 % 106	64%	+ 2 1/2 + 7/8
10514		7.50	Hayes Wheel pf	100	106 1/4	10214	10234	
26 1/4	33%	3	Hudson Motors	17,000	98 25	89 %	9416	+ 4 %
24	1.9	.50 3	Indian Motorcycle	300	20 %	20 %	24 14 20 1/2	+ 4%
59 1/2	35 % 12 ¼	3	Jordan Motor Car	2,800	44 %	43 1/2	43 %	
21 % 74	41 87		Jordan Motor Car Kelly-Springfield Kelly-Springfield 8s p	2.000	18 % 65	17 65	17 65	- %
	87	6	Kelsey Wheel Keystone Tire	300	107 1/2	107	107 %	+ 11/2
114 3 % 18	11%		Lee Rubber & Tire	. 100	15 %	15 %	15 %	+ %
200	111	6	Lee Rubber & Tire Mack Trucks Mack Trucks 1st pf Moon Motors Motometer A Motor Wheel	25.100	214	205 1/4	21159	+ 6
113	22%	7 3	Mack Trucks 1st pf	27.900	39 %	110	110	+ 1
431	40%	3.60	Motometer A	1.200	41 1/4 31 7/8	4.9	41	+ 2%
35 475	7.94	16b	Motor Wheel	. 400	31 % 470	3114	31 1/6	- 1/2
107	193 1/4	7 1.70b	Nash Motors pf	. 200	106		470 106	+10
44 1/2 27 1/8	17 17 %	1.70b	Packard Motor Carl.	16,200	40 %	39 3/2	39 %	+ 36
44 %	10 %	1.40	Motor Wheel Nash Motors Nash Motors Packard Motor Cart, Paige-Detroit Motors Pierce-Arrow pf	. 16,000	26 % 42 %	39 1/2 25 1/2 41 1/8	26 41 %	- 114
94	43		Pierce-Arrow pf Pierce-Arrow pf Reynolds Springs Spicer & Co. Stewart-Warner Spd. Stromberg Carburetor Studebaker Studebaker pf	. 30,400 2,400	91 3a	89.78	89%	— 1 %
36 36	15 1/2	5	Spicer & Co.	7.900	2436		33 %	- 1 1/4
79 %	5.5	5	Stewart-Warner Spd	. 7.900 . 11.700	79 % 73 %	3314	7836	- 1
79 % 59 %	61	6	Studebaker Carburetor	1.400 74,800	73 % 59	72 56 %	73 %	+ 214
1.22	112 37%	4 7	Studebaker pf	908	125	120	57%	+ 2%
46 % 66 %	2314	46	Timken Roller Bear.	908 4,400 49,500	44 % 63 %	44	4 4 7/8	-L T6
108%	92%	8	U. S. Rubber 1st pf.	900	105%	104%	105 %	+ 1 % + 1 %
28 %	57 1/a 9 1/a	4	White Motors	. 999 . 29,890 . 41,200	95 1/2 27 %	940 %	9.2 %	-4- 5%
111 1/3	72 %	7	Willys-Overland pf	. 41,200 1,200	109 1/2	26 1/4	26 1/4 108 1/4	+ 1/2
32 % 48 %	33 14	2.52	Stromberg Carburetor Studebaker Studebaker Studebaker Studebaker ITmken Roller Bear U. S. Rubber Burg. U. S. Rubber Burg. Stubber Burg. Studebaker Studebaker Studebaker Burg. S	. 3.100 17.100	47 1/2	108 % 27 % 43 %	27%	man Nig
	00 /4	2.02	NEW YORK CUI	B MARK		43 %	46 %	+ 3%
2016	18		Aero Supply A	. 100	20 14	20 16	20 1/2	+ 1/2
26	19 1/2		Cleveland Auto	. 1.300	23 1/2	23	2.3	refer to the
21	9 76		Durant Motors	2.000	1376	60	13%	2
78 1636	67	6	Electric Auto Lite	. 700	13 % 72	71 1/2	71 %	- 1/4
39 %	30	1.20	Federal Motor Trucks	. 11,000	10 12	10 1/4	10 %	
19 42 %	18 16 1/4		Forhan Co	1,500	18%	10	34 1/2	+ %
28%	9.4 500		Goodyear Tire	3.000	36%	35 % 36 %	35 %	+ 3%
16 %	61 1/4		Hood Rubber Co	. 400	65 1/4	64 1/4	65	1 1 36
	145	6	Miller Rubber	. 100 270	13%	64 1/8 13 % 217	13%	- 1/4
24 % 24 % 25	15 1/4	. 80	Aero Supply A. Cieveland Auto DuPont Motors Durant Motors Durant Motors Electric Auto Lite. Faseol Motor Co. Federal Motor Trucks Forhan Co. Franklin Mis. Goodyear Tire Hood Rubber Co. Intercon. Rubber Miller Rubber Reo Motors Seiberling Rubber	1,500	220	227/4	2294	+ 1 1/4
18 1/2	65		Reo Motors Seiberling Rubber	. 100	9.5	25	9.5	
7	4.36		Stutz Motors U. S. Rubber Reclaim Yellow Taxi, New York	. 500	14 % 6 %	3 4 14	14%	+ 1 %
22	9		Yellow Taxi, New Yor	K 1.200	14 %	1358	13 5%	- 1.1%
Sales		DETE	ROIT					
12	Am. Lig	ht	229 1/4 229 1/4 229 1/4 1	450 Cont.	Motor	s 10	% 103	i 10 1/2
758	Bohn C. G. Si	oring	14 14 14 3	000 Hupp 400 Stewa	rt-War	er. 79	% 24 % 3 78	8 24 1/4 78 %
3894	Detroit Federal	Edison.	158 % 149 % 150 12	600 Yellov	Tr. M	fg. 47	"a 78	78 % 46 ¼
515	Grenner	Trucks.	34 % 34 % 34 % 19 % 19 % 19 %			OSTON		10 74
200	Grennan Gemmer	******	36% 36% 36% 6	675 Hood.				- 67 16
2626	Motor V	heel		"		EVELA		01 72
1600	Motor W Packard Paige		40% 39% 39%		CLI	TELA	Bid	A -1-
767	Reo		26 ¼ 25 % 26 ¼ F	irestone			125	Asked 130
1375	Reo Timken Auburn	Auto	8 8 8 F 49 1/6 46 1/2 47 1/2 F	irestone	s pf		98	100
		CHIC	ACO C	irestone irestone irestone oodyear			98	100 4 36 1/4
3000	Chi. Yell	low Cab					36	37
-	ine abo	ve table	shows Tuesday's stoc	K movem	ents.)			
'Co	lifo	rnia	Outnut	Gieb I	2111	or's	Sala	0

California Output Fisk Rubber's Sales Of Gasoline Drops

San Francisco, Sept. 30.—California refineries in August produced 146,329,770 gallons of gasoline, a decrease of 6,311,783 from July, according to the Bureau of Mines. Stocks of gasoline decreased 6,097,533 gallons in August, totaling 381,259,936 gallons at the end of the month. Gasoline production in August was 45,374,484 gallons greater than in August, 1924. Of the total 654,248 gallons a day were cracked, or synthetically produced gasoline.

The report shows fifty-two refineries operating 87,25 per cent. of capacity during the month ran an average of 572,290 barrels adily, increase of 10,730 barrels over July. Still capacity was increased 4.150 barrels a day.

Stocks of refinable crude at end of August totaled 41,307,844 barrels a decrease of 2,975,214 barrels a decrease of 2,975,214 barrels a

of August totaled 41,307,844 bar-rels, a decrease of 2,975,214 bar-rels, 1,179,865 barrels previously reported as refinable crude hav-ing been transferred to heavy crude and fuel oil stocks.

Equipment Company Pays 15% Dividend

Chicago, Sept. 30 .- The Automo-London, Sept. 30.—The Dunlop Rubber Company has announced that it is negotiating new fusions and that large interests are involved.

Chicago, Sept. 30.—The Automobile Equipment Company, manufacturers of balloon bumpers, has paid the regular quarterly dividend at the rate of 15 per cent. on common and on the basis of 8 per cent. on preferred.

In August \$6,500,000

New York, Sept. 30.-August ales of the Fisk Rubber Company were \$6,500,000 and net profit was \$1,120,000 after depreciation, interest and Federal taxes. September sales are estimated at \$5,500,000

sales are estimated at \$5,500,000 and net profit at \$800,000.

For fiscal year ending October 31, 1925, sales are expected to total more than \$70,000,000 with net profit of over \$8,000,000. This compares with sales of \$52,946,531 and net profit of \$2,736,664 in previous year. previous year.

Rickenbacker Raises Capital to 12 Million

Lansing, Mich., Sept. 30.—The Rickenbacker Motor Car Company has filed with the State Department here notice of an increase in its capitalization from \$7,500,000 to \$12,000,000. This is in furtherance of the Rickenbacker expansion plan, recently announced. New York banking interests have acquired a minority interest in the company.

3 Bids Entered for Hodgman Rubber

New York, Sept. 30.-Federal Judge Winslow has taken under consideration bids of \$400,000 and \$600,000 for the assets of the Hodgman Rubber Company. The former bid for all the assets was made by Albert I. Collins of Brooklyn. Max Marr, representing Conrad Huber, president of the Yale Electric Company, offered \$600,000 for the assets free from all encumbrances. A third bid was entered by the Paramount Rubber Company of Paris, whose offer is \$600,000. Early action on the bids is expected. Judge Winslow has taken under consideration bids of \$400,000 and

AUTO PRODUCTION FAR ABOVE 1924

Greatest Percentage of Increase Shown in Output of Trucks

Washington, Sept. 30.—While the production of passenger cars declined 2 per cent. in the United States and Canada in July, as compared with June, the output of automobile trucks registered an increase of about 7 per cent. over the previous month, and 50 per cent. over the same month last year, making the increase over the first seven months of 1924 almost 25 per cent. The July production of passenger cars was 46 per cent. larger than the year before, bring-

62

17 a 17

Tii.

RUBBER

GASOLINE

livered. delivered,12 1/2 a Nom ES AT WELLS

Current Commodity Prices

New York, Sept. 30.—Manufacturers of steel bars report a satis-ory volume of business in September with the orders on hand ring a continuance of the present high rate of activity. Prices an firm. The automotive and railroad demand for steel is

factory volume of business in September with the orders on hand assuring a continuance of the present high rate of activity. Prices remain firm. The automotive and railroad demand for steel is holding up well.

The demand for bulk gasoline is less active. Inquiries are numerous enough, but the jobbers appear reluctant to pay 11½ cents a gallon, refinery, the price quoted by the majority of big refiners. Expert buying has been spasmodic. In the Gulf section United States Motor for export is quoted at 10¼ cents a gallon, while 64 gravity is held at 13¼ cents. Cased gasoline is quiet at \$2.25 a case for motor and \$2.55 for 64 at the Gulf.

a case for motor and deleg for	
STEEL PRODUCTS	September
Semi-Finished-Gross Tons	
Billets, rerolling\$35.00m36.00	October December
Billets forging , 40.00a42.00	October-December
Steel bars (hot rolled) 1.90a 2.04	January March
Plates (hot rolled) 1.80a 1.90	Para-Up-River, fine
Blue annealed sheets 2.25a 2.30	do, coarse
Black sheets 3.10a 3.20	Island, fine
Auto body 4.20a 4.25	do, coarse
Rands 2.40a 2.50	SCRAP
Cold rolled strip 3.75a 3.89	Inner tubes, No. 1.
Hot rolled strip 2.30a 2.40	Inner tubes, No. 2.
Pig Iron, Basic—	Inner tubes. No. 2 r
Valleys 18.50a19.00	Tire, automobile, w
Eastern Pennsylvania 21.00a21.60	Mixed auto tires
IBON AND STEEL SCRAP	Reclaimed rubber-
(Buying prices, f. o. b., New York.)	shoe reclaimed, 9c;
Heavy melting steel	OIL AND
Machine shop turnings 9.50a10.00	MOTOR GASOLINE
Cast iron borings 9.50a10.50	Garages (steel bar
No. 1 cast scrap 16.00a17.00	Up-State New Yo
MILL PRODUCTS	Single tank cars.
Base prices cents per pound, f. o. b. mill.	New York
High brass sheets 19 %a	CRUDE PRIC
Copper, in rolls 21 %a	EASTERN-
Zinc. spot. New York 8.17 % a8.20	Penn. grade oil
Lead, spot. New York 9.50 a9.60	in N.Y. Tran.
Aluminum, virgin, 98a99%. 27 a 28	Co. lines\$3.25
SEAMLESS TUBING	Bradf'd District
	oil in Nat.
High brass 13.75 Copper 24.75	Tran. Co. lines 3.15
RODS	Penn. grade oil
High brass (round % to 2 % in.) 16 % a	in Nat. Tran.
Copper rods, round 21%a	Co. lines 3.05
RUBBER MARKET	Gaines grade oil in Nat. Tran.
Plantations— Bid. Asked.	Co. lines 2.70
First latex crepe, spot 92 93	Penn. grade oil
September 91 92	in S. W. Pa.
October	Pipe lines 3.05
October-December 79 80	Penn, grade oil
January-December 73 73	to Eureka P.
Ribbed Smoked Sheets, spot 90 91	Line Co. lines 3.00

During 25 years of leadership in motor manufacture Continental has built more than 600 different designs of gasoline motors.

Continental Motors Corporation

Factories: Detroit and Muskegon Offices: Detroit, Mich., U.S.A. The Largest Exclusive Motor Manufacturer in the World

CAROLINAS NOTE ACCESSORY GAIN

Dealers Unable to Obtain Stocks of Seasonable Goods for Demand

Charlotte, N. C., Sept. 30 .- The automobile accessories trade in North Carolina and South Carolina is having difficulty in obtaining sufficient stocks of seasonable

while business in recent weeks has not come up to expectations, a marked improvement was reported by the several large jobbers whose reviews of trade conditions were obtained.

The dealers in this territory ap-

reviews of trade conditions were obtained.

The dealers in this territory appear to be generally in good positions financially, and the jobbers reported that orders are including a wide range of items, with few, if any, items standing out. Business is expected to become steadily better until December.

All prices are firm and it was understood here that the manufacturers as a rule are unable to fill orders promptly, though only short delays are being experienced. This condition, however, is the basis of some reports that jobbers, and consequently, dealers' stocks are below normal and in a somewhat "ragged" condition. Credit conditions are improving, though the upward swing in collections began only a short time ago, after a period during which there was a marked dropping off in collections.

Conditions as regards the two states as a whole are mixed, with the eastern section in each state being the more favored, because of unusually large crops. The manufacturing and agricultural industries of Piedmont, S. C., and western North Carolina have been struck severe blows by an almost unprecedented drought, with approximately 300 cotton mills being forced to suspend two days each week, in compliance with a power conservation program.

Budd Co. Plans Detroit Factory

Philadelphia, Pa., Sept. 30 (U. T. P. S.)—The Edward G. Budd Manufacturing Company, said to be the largest maker of all-steel automobile bodies in the world is extending its activities to the Middle West. The company, through the Edward G. Budd Realty Company, recently organized, is erecting in Detroit a large plant for upholstering and finishing a substantial proportion of its bodies made in Philadelphia. It will employ 2,500 hands in Detroit. The building will have available for working purposes 336,540 square feet of floor space. It is being erected on a tract of It is being erected on a tract of eleven acres and will be four stor-les high, 725 feet long and 100 feet wide and will cost approximately \$1,500,000. In the eight months ended August 31, the Philadelphia works produced automobile bodies valued at \$14,642,708.

RADIATOR COMPANY MOVES

Topeka, Kan., Sept. 30.—The To-ka Radiator Company is movpeka radiator Company is moving from its present location, 627 Quincy St. to new and larger quarters at 521 Quincy St. Alterations and installation of new machinery incident to the removal will cost approximately \$10,000.

J.H. NEWMARK, INC. FISK BUILDING 250 W. 57TH STREET NEW YORK

Specializing in Automotive Advertising.

CAR REGISTRATIO PASSENGER

The following table presents new car registration figures for states in which this information is available. In many instances state authorities registration table below will supply information where the weekly figures are not available.

	Ajax	Apperson	Auburn	Bulck	Cadillae	Chandler	Chevrolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewell	Jordan		Kissell	
Aiabama		-	TI	1	- 1		1 3			1		2			1	10	1	1	1	1	1	1	1			Alabar
Arkansas	4		1 1	31	1		1 111	20		1	1 1	48	-	24	4	123	1		T	1 13		1 :	2	1		Arkan
kansas	2			44	2		143	46	3	1	2	62	-1	71	2	133	1	2	1	33	6	1	7		1	Karlsa
Maryland	4		1 31	71	5	.3	1 188	40	5	Ī	1 21	51	-1	26	6	97	2	1	1	28	6	1	9	3		Maryle
Montana .			1 1	18	-		61	16	3	1	1	17	2	10	5	64		1	1	1 10	2	1 :	2			Monta
Nebraska	3		1 1	58	1	2	162	33		1	1 1	67		24		469	1	1	1	22	3	1	5			Nebras
N.H'mpsh'r			1 1	19	2	-	17	41	1	1	1- 1	8		14	1	22	1	1	1	6	2	1	1			N.H'm
N. Mexico	1		1 1	13			7	3		1	1 1	7				4	1	1	1	1	1	1	1			N. Mez
N. Dakota	1		1 1	38	1		102	321		1	1 - 1	15		- 29		1117	1 .	1	1	12	1	1 :	2			N. Dak
Oregon	2		1 1	23	1		117	27	1	1	1 1	40	1	19	2	180	2	2	1	13	7	1 .	4	2		Oregon
Rhouse Ist. 1	1		1 11	27	2		14	25		1	2	14		20	4	30	2	1	1	9	3	1 1	7	1		Rhode
s. carolina	1		1 1	25			49	4		1	1 - 1	15		24		138	1	1 :	1	8	2	1 :	3			S. Care
S. Dakota	- 1		1 1	49	1	4	111	19		1	1 1	33		21	2	351	3		1	8	9	1	1	1	-	S. Dak
Cexas i	1		1 1	72	2	-	348	89			1 1	114	6	21		1206	3	1	1	78	6	1 3	3			Texas
Utah	5 1		1 1	16	1	1	39	5			1 1	12	1	- 16		26	1		1	5	1	1	6			Utah
Wash'gton	3		1 1	42	6	2	108	37	2	1	1 - 1	30	2 !	55		68	5	1	1	16	5	1 1	7	1		Wash'
V. Virginia	2		1 1	30	1	3	119	25	4		1	39	5	16	3	78	4	1	2	1 18	5	1 1:	2	1		2 W. Vir
Wyoming	1		1	13	3		50	3	2		1 1	24		6		199	1	1	1	1	3	1	3		1	Wyom

MONTHLY LATEST

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted the figures are those

	Ajax	Apperson	Aubura	Bulck	Cadillas	Chandler	Cherrolet	Chrysler	Clereland	Davis	Diana	Dodge	Durant	Essex	Filet	Ford	Franklin	Gardner	Gray	Budson	Hupmobile	Jewett	Jordan	Kissell	•
labama		- 1	- 1	47	3	6		32	3		1	114		5.5		1693	1			36	11	3			Alaba
Arizona			1		6	4		29	4		1	90	2	35	1	-	1	3		37	7	14			Arizo
Arkansas	3	1	1	71	13		279	61	5			179	1	57		2022	3			34	27	3	1		Arkar
alifornia		5	34	714	96		2736	548	84	-	8	1391		1136		5424	72	21	5		203	445	42	13	3 Califo
Colorado			1	149	6	7		80	5		1	252	9		-	1209	3	17	3	68	14	29	1	- 1	1 Color
Conn'ticut			19	340	47	10		203	20	3		260	12			1100	22	9	1		112	54	7	-	6 Conn'
Delaware	1			20	4	1	39	12				21		22	1		1	1		18	3	1		- 1	Delaw
'lorida			- 1	181	47	11	541	153	- 1			364		269		3790				166	188	65	46	1	Florid
corgia			1	65	5		137	37	1			98	1	40		1286	1.0			28	19	6	1		Georg
ldaho	4	1	- 1	53		(x)	248	25	1			103	2	46	3	553	1	1	-	26	19	26			Idaho
Illinois	95	6	56	627	118		1928	872	571	9	. 26	944	14	622		4686	31	17	11		203		45		Illingi
ndiana		4	62	260	10		1162	342	25	8		513	9	1		4314	14	. 11	. 1	191	98	87	13	10	India
Iowa	2	1	6	390	18		1345	260	8]			436	8	300		3360	7	14	6		40	62		E	Iowa
Kansas	5	1	- 1	180	9	3	1	167	10			277	-	209		2738	3	4		93	47	17	1	-	Kans
Kentucky	7		4	121	12	9	1	102	9			256	1	127		1580	7		4		28	31	3		Kentu
ouisiana		1		90	9		240	52	1			259	11	51		3144	3			51	11	7	6		Louis
laine	- 1	- 1		91	22	6		28	9			59		78	1	1	4	, .		44	10	15	2	1	1 Main
Maryland	8	1	3	199	15	14	,	145	9 [2	-	170	2]	117	30	974	7	5	1	115	31	31	6		Mary
Mass'setts	12	6	15	460	63	61		377	58	4		322	19	627		1864	21	6	5		58	96	30		6 Mass's
Michigan	23		13	2072	130		1825	926	41	1		624	9	879	111	3234	5	. 1	12		87	160	8		Michi
finnesota	1	1	6	135	31	4	660	-60+	- 3+			190	2	243	-1	3137	3	12	- 3	67	28	22	1	3	Minge
fississippi	1	1	- 1		1			1		- 1		!	- 5				-			27		1	1	- 1	Miss
Missouri	13	1	13	341	21		1091	173	22		-1	498	6	250		5593	20	21	1		71	52	6	3	Misso
Montana		1		50	3	_	296	59	29			105	7	57	9		7	3		47	6	27	1		Monte
lebraska		. 1	1	95	6	2	243	28	11			131	.3	59	- 5	1951	2	1	1	27.	. 8	16			Nebra
evada	1	1		-	- 1				1					- 1											Neva
. H'mpsh'r	1		3	103	4 1	6	81	39	3			301		73	3	301	6	1		37	4	17	1	1	N.H'n
iew Jersey		1		1	1		1		-				-			-	* 1								New
N. Mexico	1	1	-	47	3		63	21	- 1			41		12	1	1				9	4	3			New !
New York	1	1	96		125	94	2695	871	216	15		1173		1076		5281	113	30	23		225	349	69		New
V. Carolina		1		87	- 6		396	67	2		1	244	5		4	3707	11		1		16	6	3	2	2 N. Ca
N. Dakota	1	1		51	2	2		54	3		1	37		26		1116			2		10	13			N. De
Ohio	1	1	36		25		1610	437	131	9	1 -	747	18			4153	35	21	6		130	162	33	_	Ohio
Oklahoma		1		271	28		1152	128	8			591	1			6315	8			137	61	34	7		Oklah
Oregon	9	1	4		12	5		120	8		1	174	9	158	5		15	6	1	-	28	38	2		Orego
Penn'vania	7	4	60	945	101			1262	183	1	-	1104	19			5153	98	40	8		222	315	75	1	2 Penn
Rhode Isl.	-	- 1	5		17	11	-	142	6		1	63		63		234	1	4		58	17	24	4	1	Rhod
S. Carolina				41	3		1111	31			1	1 77	2	49		1647	1			50	9	14		-	S. Car
S. Dakota	1			76	2	4	228	38	6		1	89	1	91	2	1128	1	1		22	27	13			S. Da
Tennessee				1			13.00	1 205			1	1 576		1	1	10000	1			1 0 5 5	1				Tenne
Texas	1		2		44		1324	167	9	1	1	770	18	244		8888	17	14	. 10	203	105	-32	9		Texas
Utah	10			89	6		202	43		1	1	57	2	-	1		1		1		10	17			Utah
Vermont		_ 1		8.8	5		121	42	3	1	1	40	2	63	2		4			40	1 . 1	19			Verm
Virginia	-			151	12	12		93	23		1	258	7	123	-	3248	6	2		90	63	37	5		Virgi
Wash'gton	1			106	13	12		108	28	1 0	1	1 157	10	-	10		9	3	5		42	33	1		Wash
W.Virginia		2	5	-	1 5	11		110	1 12			1 176	18			1356		3	8		22	56	4		W. V
Wisconsin	59		8		12	10		264	29	6		1 198	6		_	2277	6	3	2		22	52	15	2.	1 Wisc
Wyoming	1			35		1	207	32	14	1	1	89	1	12	1	-	1	1	2		7	19			Wyon
	2			129	1 12	1 5	240	61	3	1		62	1 1	66	9	436	1	1		32	41	18	1		Dist.

NEW HAVEN REPORTS BIG SALES OF ACCESSORIES

New Haven, Conn., Sept. 30 .-According to prominent accessory dealers in this city, the outlook for the coming fall and winter season is extremely promising. Isaac A. Weiner, proprietor of one of the largest accessory depots in this city, said that his sales on accessories during the last few weeks have been constantly on the increase.

PAY TEXAS TAX

PAY TEXAS TAX
Austin, Tex., Sept. 30.—The
Texas Oil Company has paid into
the Texas state treasury \$69,907
for the month of August, this being
the first payment of the 1 cent
per gallon gas production tax made
by any of the large companies
under the law passed by the last
Legislature. Legislature.

TEXAN SELLS GARAGE Luling, Tex., Sept. 30.—J. T. Pip-kin has sold his business, known as the Oil City Garage, to C. A. Tyler of Brenham, Tex.

INVENTOR OF BEARING MACHINE FORMS COMPANY

Freeport, Ill., Sept. 30.—Harry C. Shoemaker and A. C. Fortner have organized the Shoemaker Automotive Equipment Company to specialize in the manufacture of an invention by Shoemaker known as a bearing machine, which is dean invention by Snoemaker known as a bearing machine, which is designed to re-babbitt connection rods for motor vehicles up to an eighteen-inch center. The babbitt bearing is cast in the rod and bored to size on the single machine.

ADD PAINT UNIT

Waterbury, Conn., Sept. 30 .-One of the largest garages in Waterbury, Conn., has added a new de-partment known as Roberts & Higgins, formerly automobile painters in Thomaston, Conn. Roberts & Higgins are the authorized Duco paint dealers in Waterbury. Mr. Roberts will have charge of the Waterbury business and Mr. Higgins will look after the interests of the concern in Bristol.

ONS FOR WEEKENDED SEPT. 19, 1925

have thrown open their records to representatives of the Automotive Daily News, although this has not been done in the past. The monthly

	Lincoln	Marmon	Moom	Nash	Oakland	Oldsmobile	Overland	Packer	Paige	Peerless	Pierce-	Rea	Bicken- backer	Rollia	Star	Fteams- Knight	Studebaker	Stuts	Velie	Wills St. Claire	Willys- Knight	Miscella- neous	Totals	-
abama -								Ī							. 1		-		1	1	1	1		Alabama
kansas	. 3		1	17	1	5	23		2			7			48		42		1	1	1 4			Arkansas
risas	3 1	- 1		12	8	7	33	1	1	1		_ 2			58		39		1		1 8			Kansas
ryland	1	3	1	29	6	4	34	71	1	4	1	1	7	1	28		32	1	1	1	1 13	2		Maryland
ntana	-	- 1		6	3	7	28	1	-	1	1		1		24		17		1	1	3	1 1		Montana
braska		101		6	4	11	29	1 1 1		1		4	1		43		22		1	1	8		979	Nebraska
H'mpsh'r			1	9			10	2			2		1	1	. 7		1 5	-	1	İ	1 2	1	135	N.H'mpsh'
Mexico			1	1	1		1.	1 1		1			Ī		6		3			1	T	1		N. Mexico
Dakota				3	2	11	51	- 1			1	1	5		37	-	10		1	1	1 5	1 1	475	N. Dakota
egon	2		5	12	18	1 2	26	6		1	1	1	2	1	70		22		2	1 1	1 15	1 1	629	Oregon
ode Isl.	1		5	8	8	11	10	5		1	2	5	5		5		9	1	1 2	Ī	6	4	248	Rhode Isl.
Carolina			1	9	1	2	2	- 2		i	1		i		7		20	1	1	1	1	2	313	S. Carolina
Dakota			-	13	17	7	49	1	4	1		1			20		21		3	1	3	1	791	S. Dakota
xas	12	1	3	56	10	3	72	18	2	1	5	- 12	4		119		89	1	1	1-	48	1 1	2307	Texas
ah		-	2	7	2	1	11	5		1	2	1	1	1	17		1. 12	1	1	1	1 4	2	202	Utah
ash'gton	1	1 1	1	17	9	10	22	. 4	1		-2	1	1		46	2	37		3	T	1 17	1 1		Wash'gton
. Virginia	2	- 6	1 1	8	14	15	22	3 1	4	1	1	4	1	Ī	43		41	1	I	1 1	6	1 5	540	W. Virginia
voming	-	1	-	4	3	3	8			1	1	2	1	1	5		111	1	1	1	1	1 1	352	Wyoming

REGISTRATION STATISTICS

of July, 1925. In the cases of Mississippi, Nevada, New Jersey and Tennessee, registration figures are not available at this time.

•	Lincoln	Marmon	Moon	Nash	Oakland	Oidsmobile	Overland	Prohard	Paige	Peerless	Plerce-	Reo	Ricken- backer	Rollin	Star	Stearns- Knight	Studebaker	Stuts	Velle	Wills St. Claire	Willys- Knight 4	Miscella- neous	Totals	
bama	4	14	11	20	-1-1	5	29	9	- 1	1	1	1	3		13	1	43	1	1	1	15	15		Alabama
ona	1	1-1	8	28	10	27	56	9	1		1	6	2		79-		89	-	1	1	20	9	And in case of the last of the	Arizona
nsas	6	71	5	29 1	16	38	113	21	1	1	1	1	3		194		95	1	1	1	14	13		Arkansas
fornia	53	46	102	367	245	244	457	285	26	43	45	83	113	20	1671	8	842	12	31	11		152		California
orado	4	6	1	53	17	38	101	26	1	4	6	12	15		337	2	125	1	9	1	37	20		Colorado
n'tient	16	9	14	106	80	52	186	78	3	6	35	55	12	2	49	5	222	3	9	15	79	65		Conn'ticut
ware		1	-	9	9	2	- 14	14	1	-	4	1			9		24	1	_	1	5	4		Delaware
ida	63	33	18	146	94	67	344	28	10		11	37	43		127		388	1	11	1	233	53		Florida
rgia	5	3	1	30	10 1	9	29	20			1	3	2	1	13	5	46	1	1	1	12	6		Georgia
0		1		19	19	31	88	6			1	3	8	1	161		45		2		17	3		Idaho
als	52	16	56	642	293	81	752	242	32	25	31	106	69	13	432	6	759	24	52	10	366	115		Illinois
ana I	11	11	27	181	106	188	638	50	4	2	. 6	33	24	8	164		415	11	19		107	68		Indiana
n	3	2	8	103	61	69	355	46	2	-4	. 1	21	21	1	238		176	1	32	1	84	25		Iowa
sas	2	1	2	69	76	22	162	1 41		3	2	11	3	1	182	1	120				35	22		Kansas
tucky	8	1	8	67	44	28	166	18	1		1	12	4	1	143		131	1			50	16		Kentucky
dana	8	1	7		1	23	78	13	2		3	13	3				1 132				25	2		Louisiana
rio I	4	4	1		5	13	1 57	20	5	3	6	7	13		10	3	40	2	5		1	16	1130	Maine
land	3	7	-	113	15	17		34	5		81	5	15	1 8	109	2	131	1	4	1	58	32	3163	Maryland
s'setts	16	21	23	357	60	45	243	98	19	30	60	96	32	8	86	10	285	- 3	32	14	66	117	6911	Mass'setts
igan	54	12	14	409	616	178		134	17	25	-11	63	53	4	363	2	410		4	21	146	56	1387€	Michigan
esota	2	261	11	38	62	47		24-		1		13	7	-		1	104		11		47	24	5334	Minnesot
		-		-	-	-	1				-			1	1		1				1	1 1		Mississipp
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PAINT SHOP MEN PLAN TO FORM ORGANIZATION

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Portland, Orc.. Sept. 30 (U. T. P. S.).—Definite movement has been launched to organize auto paint shops so improved business practices may be enforced by this craft. Conditions have been loose, it is said, and auto painters now realize that the only way for paint shops to make a living wage is to adopt a better program of business practices. Portland, Ore., Sept. 30 (U. T.

BOWSER DIVIDENDS

Fort Dodge, Ia., Sept. 30 .- B. L. Bowser & Co., gasoline pump and tank manufacturers, will declare two dividends October 1, one the regular quarterly dividend, due at that time, and the other a dividend which was withheld July 1. dend which was withheld July 1. The last dividend payment was held up because the company was in financial complications. Since then, the difficulties have been corrected and the company is operating on a thoroughly sound basis.

CAPITALIZE AIRPLANE **COMPANY AT \$150,000**

Portland, Ore., Sept. 30 (U. T. S.).-With a capital stock \$150,000 incorporation of the Pacific Airways Company to operate cinc Airways Company to operate air mail express and passenger service between Seattle, Portland, San Francisco and San Diego has been announced here. The firm is organized by the Oregon State Motor Association and capitalized at \$150,000.

GOES TO LOS ANGELES

Fort Wayne, Ind., Sept. 30.-S. Smiley, who has conducted the Ideal Electric Shop here, moves soon to Los Angeles, Cal., where he will become associated with the American Gear Company as owner and manager of the Los Angeles branch. The company makes replacement gears for all models of cars and is operating fourteen branches throughout the United States.

PITTSBURGH MEN **PLAN GARAGES**

Business Group Launch \$650,000 Plan to Relieve Parking

Pittsburgh, Pa., Sept. 30 .swering the need of downtown Pittsburgh's business center for adequate parking facilities, a group of business men has organized to build two huge garages at a cost of \$650,000, One will be six stories high, the

One will be six stories high, to other nine.

The two structures, one at Penn Avenue and Nevins Way and the other at Sixth Avenue near Fifth, will be erected on the ramp principle of reinforced concrete. They will be modeled after those of the Detroit Garages, Inc.

Approximately 1,100 cars will be accommodated in the two buildings, Each structure will be divided into half floors, the ramp comprising a raise of five feet. Each entrance to the higher floor will be on the opposite side of the preceding one, so that the motorist parking his car on the topmost floor will proceed along an elliptical driveway, on the same principal as a circular staircase.

A graduated system of fees will be arranged, the lower floors being the more expensive. The topmost floor will be used only for small cars.

The cars will be arranged so

the more expensive. The topmost floor will be used only for small cars.

The cars will be arranged so that there will be little shifting for ingress or egress. Contracts for parking space will be let on the daily, weekly, monthly or yearly basis. Chauffeur service will be furnished. Minor repairs will be conducted at the garages, together with such work as washing, cleaning and overhauling. There also will be a gasoline and oil supply service, and patrons availing themselves of this will be provided with car inspection service.

Completion of the structures is expected by January 1, 1926. The Sixth Avenue building is on 120x 446 feet, while the Penn Avenue structure is on 90x180 feet of ground. The contracts have been let to the Mellon Stuart Company, which is now at work on the foundations. The buildings were designed by Robert O. Derrick, the architect who drew the plans for the garages of the Detroit company.

Some of Pittsburgh's most promi-

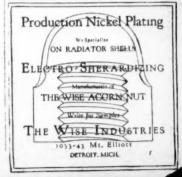
Some of Pittsburgh's most promi-Some of Pittsburgh's most prominent financial leaders are backing the project. The board of directors comprises Senator John P. Harris, Grant McCargo, John E. Nelson, James H. Lockhart, Louis A. Park, George Hann, John C. Dilworth, Joseph Dilworth, Horace B. Peabody of the Detroit Garages, Inc.; T. A. Mellon, Edgar Kaufmann, Joseph Horne, C. McK. Lynch, Lloyd Smith and Albert mann, Joseph Horne, C. McK. Lynch, Lloyd Smith and Albert Wells.

START AUTO SCHOOL

Fort Wayne, Ind., Sept. 30.-Fort Wayne garage owners are cooperating in plans for the opening of a vocational evening school next week. Courses in automobile me-chanics and other subjects will be offered.

GARAGE CHANGES HANDS

GARAGE CHANGES HANDS
Chicago, Sept. 30.—The 100-car
garage at 3047 North California Ave,
has been conveyed from Benjamin
Oguss and Gladie Warshawsky to
August S. Brasen for an equity of
\$42,500, subject to an undisclosed incumbrance



Chicago Tire Dealers See Busy Season Ahead

CHICAGO, Sept. 30.—Increases in business from 25 to 75 per cent. for the month of September over the corresponding month for last year are reported by representa-tive tire dealers and distributors in Chicago, with a similar increase generally shown in the current week's business over the preceding week.

The survey also shows that of the total tire sales for the period balloons constituted a one-fourth average. The dealers generally are agreed that fall prospects are promising.

Among the high pressure tire sizes in greatest demand the dealers list the 30 x 3½, 32 x 4 and 33 x 41/2. The popular sizes among the low pressure or bal-loon tires are the 29 x 4.40 and 33 Sale of tubes is almost universally reported as being very good.

am wondering myself what the prospects for fall business seem to offer," says W. Levene Walters, president of the Walters Auto Supply Company of 1460 South Michigan Avenue, distributors of Kelly-Springfield tires. "Although our business during the past week dropped behind that of the week preceding, the month's business was double that of the same month last year. Twenty per cent. of our tire sales were balloons and 80 per cent. the high pressure pneumatics. Our stock at present is three times that of last year at this time. The advance in prices has stimulated

"Our big trouble right now seems "Our big trouble right now seems to be getting popular sizes in enough quantities from the factory," says L. P. Colt of the Allen Supply Company at 1610 Michigan Ave., distributor of Goodyear tires. "Fall distributor of Goodyear tires. "Fall business prospects look promising with the buyers apparently satisfied in spite of the advance in prices. We have a normal supply of stock on hand in about the same quantity as a year ago. Sales for the past week were 25 per cent. ahead of the preceding week with the month's business more active and bigger than for the same period last year."

and bigger than for the same period last year."

A 50 per cent, increase in the current month's business over the same month for last year, and a 75 per cent, increase for the last week over the week preceding are reported by R. E. Kopman of Kop-man Bros., at 2011 South Michigan Ave., wholesale and retail distrib-utors of Firestone tires. "One-third of all our sales are

"One-third of all our sales are balloon tires, due largely to the balloon tires, due largely to the fact that many of the drivers need new treads for the winter," says Kopman. "Sales of tubes are very good, due to the increase in tire prices. Fall business prospects look fine."

One leading distributor reports 6 0 per cent. increase in business business prospects whis ment of the month over the same month.

a 60 per cent. increase in business this month over the same month for last year, with a 50 per cent. Increase during the last week over the week preceding. Balloons constituted 40 per cent. of all tire gales. The price situation has hampered the sale of high pressure

Michigan Ave., handling

the Michelin tires.

"One-third of our tire sales have been balloons," says Laskey. "Busthe been balloons," says Laskey. "Busfness this fall should be better after
the gyp dealers get rid of their
stocks and are forced to sell at the
company is possion

COMPANY FOR \$ current market prices.

IN TIRE FIELD

Roll - Up Hermann Table Saves Labor's Costs, Inventor Claims

Akron, O., Sept. 30 .- W. H. Hermann, president of the Hermann Tire Building Machine Company of Lancaster, O., has just announced the Hermann roll-up table for the assembly of fabric used in tire building. The many practical and mechanical advantages claimed for the table were developed and patented by Mr. Hermann.

patented by Mr. Hermann.

The inventor is a specialist in developing special devices for the manufacturing machinery to reduce physical operations and labor costs. He claims the new table is equipped to center and smooth the liners automatically, and no rerolling of the liners is required.

Friction is said to be avoided by

Friction is said to be avoided by Friction is said to be avoided by rolls on the table and the operator is relieved of the watchfulness ordinarily required. The table can be used in the assembly of cord fabric for the single ply or drum method of building tires, and is adaptable to any width of liner material, it is said.

Giant Tire Co. Plans Expansion

Giant Tire and Rubber Company, announced today that the business of that company had grown so announced today that the business of that company had grown so during the first nine months of 1925 that the company is preparing plans for an addition to the present plant 200 by 80 feet and that the contract for the construction will be awarded upon completion of these plans.

The new plant will be modern in every respect, fireproof and equipped with the best of tire and tube-making machinery. The output of the factory will be increased at least 30 per cent. by the new building and the company is planning an extensive national ad-

planning an extensive national vertising campaign during 1926. national ad-

May Exhibit at Phila. Exposition

Akron, O., Sept. 30 .- Thomas M. Eyon and Axel Maim, representa-tives of the Sesquicentennial Interstituted 40 per cent. of all tire sales. The price situation has hampered the sale of high pressure tires but has not affected balloons because of their newness.

General business increases at the rate of 25 per cent. are reported by D. Laskey, president of the Universal Tire and Rim Company, the 1917 Michigan Ave., handling.

A principle Sesquicentennial International Exposition to be held at Philadelphia next year, were in Akron Friday to discuss with ruber officials the possibility of local exhibitions. The exposition will commemorate the 150th anniversary of the signing of the Declaration of Independence.

An exhibition of lighter-than-air

COMPANY FOR \$30,000

current market prices. Underselling is hampering some of the dealers at present."

Practically all of the reports received indicated an increase in stock at the present time over the same season last year. The Walters Auto Supply Company reported a stock three times that of lalst year. Other increases varied from 20 to 30 per cent., reports indicated.

Conterville, Ia., Sept. 30.—The Centerville Tire and Rubber Company has been purchased by W. H. Pesar of Amarilla, Texas, for stock at the present time over the building and the entire outfit of the once prosperous industry, which succumbed to the post war depression. A bondholders' committee negotiated the sale.

CALIFORNIA REGISTERS INCREASED AUTO SALES

San Francisco, Sept. 29 (By U. T. P. S.).—For the fifth consecutive month California has shown a healthy percentage increase in the sale of passenger cars and the sale of passenger cars

month a year ago.

The first three months of the year

trucks in comparison with the like ITALY EXPORTS MANY CARS Rome, Sept. 29 .- Italian automobile production for 1924 was

registered decreases amounting to 35,000 cars, about one quarter of 20, 16 and 8 per cent., respectively. which was exported, according to

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ACCURATE SURVEYS OF GENERAL INDUSTRIAL AND ECONOMIC CONDITIONS DAILY MARKET QUOTATIONS ON AUTOMOTIVE MATERIALS AND SUPPLIES NEWS OF INTEREST TO MANUFACTURERS, JOBBERS AND DEALERS NEW FINANCE, ACCOUNTING, PURCHASING AND TRAFFIC IDEAS TABLOID REPORTS OF SALES THROUGHOUT THE COUNTRY NEW CAR AND TRUCK REGISTRATIONS IN EVERY STATE PARTS, TIRE AND ACCESSORY INFORMATION

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ROCHESTER TAXI INTERESTS FIGHT CITY BOND LAWS

ROCHESTER, Sept. 30 R (By U. T. P. S.).—A fight by the taxi interests against the city bonding law has been started in the courts. A temporary injunction has been issued restraining the city from further action until the test case, watched by 250 drivers, is argued and judicially settled.

cially settled.

Alleging that the taxicab ordinance passed by the Common Council in June, 1922, is burdensome and discriminatory against small taxicab operators, and at the same time unwarranted and unconstitutional, Frank M. Campbell, who owns and operates his own cab, has obtained from Supreme Court Justice Adelbert P. Rich a temporary injunction restraining Chief of Police Joseph M. Quigley from interfering with him in the

Chief of Police Joseph M. Quigley from interfering with him in the operation of his cab.

This, a test case, will be watched not only by local taxi interests but by taxi concerns in every city in the state because of its influence upon future local ordinances.

ordinances.

The suit is based on the content of the content of the ordinances are in tion that the city ordinances are in duplication of a state law, passed in 1922, which requires that a cerof insurance or a bond for

tificate of insurance or a bond for \$2,500 be filed for each taxicab operated in the state.

This bond is to secure payment for any judgment for personal injuries or death claims and as a guarantee that all laws and ordinances will be observed. One city nances will be observed. One city ordinance requires owners of taxicabs to file a bond for \$500 with the city clerk to cover any damage that may be done to city property. The fee for this bond is \$10.

Another ordinance requires each driver of a taxicab to file a bond of \$50 as a guarantee that all state laws and city ordinances will be ob-

laws and city ordinances will be oblaws and city ordinances will be observed. The fee for this bond is \$5. Campbell complied with the state law by insuring for \$2,500 but refused to file the bonds rether the city. He was denied a license to operate and drive his taxicab.

FLORIDA TAXI MEN ORGANIZE

Jacksonville, Fla., Sept. Jacksonville, Fla., Sept. 30.— Florida cab operators from practically every city in the state were present as guests of John Hertz, president of the Yellow Cab Company of Chicago, at a dinner held here for the purpose of organizing the Florida Association of Cab Owners. The organization was perfected at the meeting and the officient of the officient of the officient of the officient of the off fected at the meeting and the offi-cers elected were: F. M. Bewsher, Tampa, president; P. M. Hopkins, Jacksonville, vice-president; and E. W. Hogle, Winter Haven, secretary-treasurer. Uniform rates, better service and a state body to ork for the interests of all Flor-

work for the interests of all Florida cab operators was the purpose of the organization.

Present at the dinner were: P.
M. Hopkins, Van Boney and Guy Marvin of Jacksonville; F. M.
Bewsher, Tampa; R. C. Herndon, Mobile; Mr. and Mrs. George W.
Bennett, West Palm Beach; Vincent Lowe, Saraşota; D. L. Rand, Pensacola; Herbert Miller, Palatka; George W. Williams, Orlando; Mrs. C. H. Green, De Land; J. Davis, George W. Williams, Orlando; Mrs. C. H. Green, De Land; J. Davis, Daytona Beach; Russell Wilbur, Bradenton; E. W. Hogle, Winter Haven; and H. C. Grossman of the legal department of the Yellow Cab Company.

The meeting was in charge of H. T. Kessler, vice-president of the

The meeting was in charge of the H. T. Kessler, vice-president of the Yellow Cab Manufacturing Sales Corporation; E. J. Irvine, Florida representative, and A. H. Murphy, special representative.

The association will hold its next meeting in Orlando, October 2.

NEW MOTOR BUS TERMINAL in Indianapolis, said to be largest in the world. Its cost was well over \$200,000, and the structure was the first built for the exclusive housing of buse



Sees Rapid Growth Of Bus and Air Lines Abroad

Minneapolis, Sept. 30.—Commercial transportation companies in Europe today are utilizing air, rails highways to accommodate travelers and development of air and bus transportation is more rapid there than in the United States, is the view of Horace Lowry, Minneapolis, president of the Twin City Rapid Transit Company who has returned from a summer's our abroad.

He said he was particularly impressed with development of bus and airship modes of travel. covered many miles in Europe in large, beautiful air carriers," he said. "The air is being used more and more for carrying passengers. The air transportation companies have developed this means of travel.

"Buses are everywhere in Europe and development of this method of transportation is advancing rapidly Most of the motor bus lines are owned and operated by the railroads in Europe."

New Haven Road Wins Bus Tilt

Danbury, Conn., Sept. 30 .- The Utilities Commission of Connecticut has granted the New Haven & Hartford Railroad permission to operate a motor bus line between Danbury and Canaan, a distance of 50 miles. The route will form a section of a through line between Danbury and Pittsfield, Mass., in the Berk-shire Hills. It will touch New Mil-ford, Torrington and Litchfield in this state.

This territory is already pro-vided with motor bus service, both vided with motor bus service, both through and local, and the application of the railroad company, through its motor bus subsidiary, the New England Transportation Company, was bitterly fought by the holders of the existing franchises.

The action of the Public Utilities Commission in granting the railroad company's application is considered as establishing a precedent that if followed in other cases now pending will have the effect of severely crip-pling, if not of cutting out of business entirely, several existing motor bus lines that have been making heavy inroads into the railroad company's passenger business. business.

WINS CHARTER FOR FLEET OF BUSES

Columbia, S. C., Sept. 30 (U. T. P. 8.).—A charter has been issued to he Carolina Transit Company, which will place a fleet of buses in peration here to supplant the pres-

operation here to supplant the present street railway system, it has been announced. The capital stock of the new concern is \$100,000.

L. W. C. Blalock of Goldville, is president of the company; F. H. Gibbes of Columbia, is vice-president, and Chester Hawkins, also of Columbia, is secretary and treasurer.

Ferry Quits Cold-Trucks to Blame

Olympia, Wash., Sept. 30.— ress of competition from auto-Stress of competition from auto-mobile freight companies, which officials assert has made their operations altogether unprofit-able, has led to the Kitsap Coun-ty Transportation Company giv-ing notice to the State Depart-ment of public works that it will discontinue its boat run between discontinue its boat run between Seattle and the towns of South-worth. Harper, South Colby, and Manchester, on Puget

INTERNATIONAL MOTOR CO. EMPLOYEES TO HOLD ITS ANNUAL OUTING

New York, Sept. 30.—About 150 employees of the general offices of the International Motor Company, manufacturers of Mack buses and trucks, will have their annual outing Saturday at Oakwood Farms

ing Saturday at Oakwood Farms,
Staten Island.

The entire office force will motor
from South Ferry to the farms in
several buses from the fleet of city
type Macks operated by the Tompkins Bus Corporation on Staten Island, Saseball between the married and. Baseball between the married and single men and a number of athletic contests have been arranged. The department winning the greatest number of events will have possession for one year of the International Cup. The company has donated \$100 for individual prizes for the athletic events.

LUGGAGE ON RUNNING **BOARD OF BUSES BARRED**

Richmond, Va., Sept. 30 (U. T P. S.).—Buses operating in South Carolina no longer are allowed to carry luggage on the running board side of the vehicles, according or side of the vehicles, according to an order issued by Samuel Mc-Gowan, chief highway commis-sioner. Although such luggage does not ordinarily protrude from the bus, the strappings used for holding the baggage in place a men stated. menace to other vehicles, it is

inventor and senior member of the npany has been a member of firm of Shoemaker & Will-son, engaged in the automotive repair business in Freeport for the past six years. He has sold his interest in that concern to R. S. Mensenkamp in order to devote his entire attention to the manufacentire attenturing field.

ICE CREAM TRUCKED **OVER 130-MILE ROUTE**

San Francisco, Sept. 30 (U. T. P. San Francisco, Sept. 30 (U. T. F. S.).—A skx-wheel fast freight truck is now hauling ice cream and milk from Bakersfield to Los Angeles, 130 miles, each night. The trip takes six hours. The body of the truck is cork insulated to preserve the low temperature on the inside. It carries seventy-five cans of milk, besides cakes of ice for cooling purposes. The cool air is circulated by a system controlled by the speed of the truck. The truck has a capacity of six tons.

BUILD SERVICE STATION

Akron, Sept. 30.—The Zeno Brothers, who operate a fleet of seven buses here under the name of the Zeno Transportation Company, are opening a public service station which cost about \$30,000.

Motor Truck Sales Back To Real Activity in Ohio

OLEDO, Sept. 30 .- Indications are that the autumn business in motor trucks in northern Ohio is greatly improved over a year ago. Truck sales were more active here than they have been in any September since the after-thewar boom.

Bus Activities

BUS A WEAPON

Cleveland, O., Sept. 30. to get the Cleveland City Council to submit to a popular vote the question whether or not the Metro politan Motor Coach Company, which has offered to operate here which has offered to operate here for a 5-cent fare with 1-cent transfers, shall use Cleveland streets was made by the Cleveland Federation of Labor at a recent meeting. The report of the federation legislative committee calls the motor coach a weapon to use against the Cleveland Street Railway Company to obtain better services. ay Company to obtain better ser-ce and better working conditions for union railway men. The bus company declares that it will use none but union men

INTERSTATE BUYS ANOTHER

Indianapolis, Ind., Sept. 20 .- The John T. Brill Transit Company, which has been operating motor buses between this city and Greenwood, has disposed of its equip-ment and permit to operate, to the Interstate Public Service Company, an electric traction line, which has been operating between Indian-apolis and Louisville, Ky. For sev-eral years the latter company has been purchasing all competing bus lines between the two cities and with the acquisition of the Brill concern, the last has been absorbed. lines with the

JOINS BUS RANKS

Brownwood, Tex., Sept. 30.—Ed Williams of Lampasas, has started a bus line between Brownwood and Lampasas, making close connection the Lampasas-Austin bus line at Lampasas. This makes eleven bus lines operating out of Brownwood and with headquarters here

OLDEST LINE SOLD

Janesville, Wis., Sept. 80 .- The oldest established motor bus line in Wisconsin, the Gray Motor Stage Line, running between Janes-Stage Line, running between Janes-ville and Watertown, was sold to the Milwaukee Electric Railway and Light Company, operators of a number of motor bus routes in southern Wisconsin. Mrs. Irma Bogan Archey, former proprietor, is leaving with her husband for Texas, where they expect to start a bus service connecting Dallas and a bus service connecting Dallas and bus service connecting Dallas and Houston.

CORCORAN APPOINTED

Wilmington, Del., Sept. 30.-H. P. Corcoran of West Chester, Pa has been made general superintend. ent of the routes and equipment ent of the routes and equipment of the People's Transportation Corporation, which operates a motor bus system over 200 miles or road in connection with the West Chester Street Railway Company. The company operates out of Wilmington and West Chester and has just ton and West Chester and has just established a service from West Chester to Pottstown.

Los Angeles, Cal., Sept. 30.—D. F. Foyer, head of the D. F. Foyer & Son distribution agency for Ruggles trucks in Southern California, predicts that the month of October will show the greatest sale of trucks in Los Angeles ever recorded for any monthly period in the city's history.

Building trades are active and trucks are going to contractors and upply companies in greater numbers than ever before

While in the last two years the truck business in the district has not been satisfactory from a sales point or credit soundness, this condition has greatly changed. Truck distributors declare that a much better type of business firm is buying today, and that payments and paper are much improved.

Harry L. Beckwith of the Owen & Graham Company, distributor of G. M. C. trucks, says that September business will be 30 to 40 per cent. ahead of a year ago. "We find," Mr. Beckwith said, "that and," Mr. Beckwith said, "that good, substantial, reliable concerns are buying trucks today. The small trucker represented much of our business a year ago. His business was uncertain and naturally his payments went according to his business.

"The firms we are selling now

business.

"The firms we are selling now are the bigger industries who are expanding their equipment or replacing obsolete and worn trucks. This makes a much more desirable placing obsolete and worn trucks. This makes a much more desirable type of business and puts the truck industry on a much more sound basis. We find a good active market in used trucks and, unlike passenser department of its sales slumped in price. We are getting more, if anything, for the same type of used truck today than we did a year ago."

Other truck firms were found to bear out, the argument of the property of t

Other truck firms were found to bear out the assertions of Mr. Beckwith. The demand for 3½ and 5-ton jobs has greatly increased along with more buying of smaller sizes.

Mason Jones, of the Jones Motor Company, distributor of Federal trucks, has found better conditions and more active buying. Truck

trucks, has found better conditions and more active buying. Truck buyers, he has noted, are of a better business caliber.

"After the war business expansion ceased," said Mr. Jones; "the truck business was anything but desirable. We in the truck department many times envied the passenger department of their sales success, but today the passenger car salesmen cast a longing eye over to our department now and then.

"Our business is double in heavy duty trucks over last year and the light trucks have also shown big sales gains. We have found an active market for all of our used trucks. We have less than a dozen on hand and all of them are merchantable. Used truck prices are holding firm." them are merchantable. Used truck prices are holding firm."

Sees Big Truck Sales

Los Angeles, Cal., Sept. 30.-D. F. Foyer, head of the D. F. Foyer

MILE **AUTO** RACE Detroit STATE FAIR SPEEDWAY SUNDAY, OCT. 4

N. A. D. A MEETING IN PROVIDENCE

Lynn M. Shaw and Other Leaders on Program for Today

Providence, R. I., Sept. 30 .- The largest meeting of the automotive trade ever held in Rhode Island will open here tomorrow, when the National Automobile Dealers Asso ciation will stage a sales congress for all automotive dealers and their employees in this territory. meeting, which is sponsored by the Riode Island Automobile Dealers
Association, will be held in the
Elks Auditorium.
It is confidentially expected that
the hall will be filled to its capacity

of 1,300 persons.

of 1,300 persons.

These sale congresses are being held in 125 of the larger cities of the country and are jointly financed to a total cost of about \$50,000 by the National Automobile Chamber of Commerce and the National Automobile Dealers Association.

The speakers announced by the N. A. D. A. are as follows: Lynn N. A. D. A. a

A. are as follows: M. A. D. A. are as follows: Lynn
M. Shaw, assistant general manager
of the N. A. D. A. in direct charge
of research studies of dealer busimess and problems, specializing in
tased cars and maintenance, will
have charge of the meeting: Edward Payton, market analyst of the
M. A. D. A. A. B. Krob, sales prom. A. D. A.; A. R. Kroh, sales promotion advisor, ... A. D. A.; H. D. Bullock taking the place of A. C. Faeh who is unable to attend.

TO OPEN NEW BRANCH

Chicago, Sept. 30.—The Gardner Motor Company, Inc., of St. Louis, has leased the second floor of the building at 2001 Michigan Ave. and will conduct a wholesale distribution branch. The Gardner was, matil recently distributed by the

HENRY FORD'S PLANE as it took off Monday in the Ford Aerial Trophy Flight from Detroit. The ship averaged 98.2 miles an hour, carrying pilot, mechanic and 326 pounds of sand.



International Newsreel Photo

Advertising

By John Willis Darr

The automotive industry owes its development largely to the progress engineering, yet mechanical genius alone has not made of it the world's largest industry in the short span of a quarter century.

The pioneers in the business early learned that the ideal state of which Emerson wrote when he immortalized "a better mouse trap, book, or sermon" did not exist in fact in their commercial world, nor does it exist today.

Therefore, one of the most im-portant phases of the automotive industry has been the way in which it has made its own beaten track to the doors of all the world.

And this phase of the industry is

advertising.

In addition to being the world's greatest industry, the automotive industry is also the most widely advertised.

So enormous, in fact, are the expenditures in automobile advertising that this single phase of the so enormous, in fact, are the conduct a wholesale distributers in automobile advertising that this single phase of the column to discuss in a helpful way industry involves the handling and any and all the various elements in spending of more money a year present-day advertising, from the

than the total capital invested in some of the lesser industries. Just how this money is being spent will be the subject of dis-cussion in this column.

Advertising is a generic word, and covers a multitude of methods for spreading sales propaganda. These methods, while more or less fixed in the main, are subject to change in detail just as often as the models of cars change.

Automobile advertising furnishes constant printed testimonials to the genius and acumen of the men back of the automobile industry. Through advertising, millions have been educated to better means of transportation. Great businesses have been built, fortunes have been made, for manufacturer, distribu-tor and dealer alike, through the power of automobile advertising.

And this important phase of the

than ever before.

As an educational factor in converting the public to the use of the motor car, advertising has served its purpose, and it is now being applied as competitive sale ammunition.

Automobile Employment Bureau Serves Chicago

CHICAGO, Sept. 30 .- One of the most helpful institutions in connection with a trade association is the Automobile Employment Bureau, operated by the Chicago Automobile Trade Association, which recently took possession of enlarged quarters to extend the scope of its work with additional facilities.

Urge Flat Fees For Washington

Seattle, Wash., Sept. 30 (U. T. P. S.).—At a recent meeting the Washington automotive trades, motor passenger and freight transportation companies and the Automobile Club of Washington voted mobile Club of Washington voted to stand as a unit behind the proposed law which will be reintroduced at a special session of the Legislature, calling for a flat automobile sand trucks, with a three-cent

tax on gasoline.
The conference also opposed the The conference also opposed the diversion of any fees or license money collected from automobile owners and operators, to any purpose other than enforcement of traffic laws and construction and maintenance of roads.

manufacturers', distributors', deal-ers', and individual salesmen's viewpoint—the methods and media employed; plans followed, expenditures, quotas, copy, art work, typog-

tures, quotas, copy, art work, typography—in fact, anything of a helpful and constructive nature will receive its full share of attention.

Contributions will be welcomed.

Information regarding some particular campaign of advertising, or any particular part of that campaign is solicited.

All news regarding future. regarding future AII news

plans

NASH-6-cyl. Advanced, 121 W. B.

Employees of all kinds-office, sales, shop, service or labor—are furnished free of charge to either the employer or applicant for a position.

Executives of the automotive in-

Executives of the automotive industry in Chicago patronize this bureau. It occupies spacious quarters at 2328 South Michigan Avenue, in the heart of the "row," and is especially convenient for the applicants as well as members of the agreciation. of the association.

of the association.

The management, under the direction of F. W. Hacker, has worked out an efficient system, which meets the requirements of the local trade rapidly and accurately. The bureau has scores of applicants for almost every posi-

During the year ended September 1, the bureau served more than 1,500 calls for help. Applications for positions were received from for positions were for positions were received from more than 2,000 individuals; prac-tically every one was sent to an opening offered by some concern, and about 75 per cent. of the ap-plicants were placed.

as relates to any one of their problems, will be gratefully received.

That material which seems best suited to all the industry will be used and full credit given to its author.

News from agencies handling

automotive accounts is invited.

All contributions should be addressed to this column, Automotive Daily News, 25 City Hall Place,

CURRENT PRICES OF PASSENGER CAR MODELS

HUDSON-Super Six. 127% W. B.

HUPMOBILE-1-cyl. Model R. 115 W. B.

AJAX-6-cyl, 108 W. B.	1
5 Touring\$865 5 Sedan\$995	4 2
APPERSON-6-cyl, .120 W. B.	2
8 Touring \$1,575 5 Sedan \$2,100 4 Coupe 2,050 E Brougham 1,050	67
APPERSON-Straight 8-cyl. 130 W. B.	6
6 Touring\$1,995 E Brougham\$2,450 6 Coupe 2,450 Sedan 2,595	54
AUBURN-6-cyl. Model 66, 120 W. B.	4
6 Touring\$1.395 5 Brougham\$1.595 4 Sport 1.495 5 Sedan 1.795	5
AUBURN—8-cyl. 129 W. B.	4
4 Roadster . \$1,975 5 Sedan \$2,350 6 Touring 1,395 7 Sedan 2,550 5 Brougham 2,250	15 01
BUICK-6-cyl, Standard Six, 114% W. B.	5
5 Touring\$1,159 5 Sedan	55
BUICK-6-cyl, Master 6, 120 W. B.	20.00
5 Roadster\$1,250 5 Coach\$1,295 5 Touring 1,295 5 Sedan 1,495	10101
BUICK-6-cvl. 128 W. B.	24
4 Roadster \$1,495;7 Sedan \$1,995 5 Touring 1,525;5 Brougham 1,925 4 Coupe 1,795;3 C. Club 1,765 CADILLAC—Standard, 132 W. B.	5 4
CADILLAC—Standard, 132 W. B.	5
5 Brougham \$2,995 5 Sedan \$3,195 4 Victoria 3.095 7 Sedan 3.295 2 Coupe 3.045 7 Imperial 3,435 5 Coach 2.995	5
	5
5 Phaeton \$3,250 7 Suburban \$4,285 7 Touring 3,250 7 Imperial 4,485 8 Coupe 4,000 2 Road(132WB) 3,250 5 Sedan 4,150	574
CASE—MODEL X. 122 W. B.	7
5 Touring\$1.595 5 Victoria\$2.290 8 Roadster 1.570 5 Sedan 2.385 5 Suburban 2.290	5
CASE—Model J. I. C. 122 W. B.	6
5 Touring\$1,885 4 Suburban\$2,480 3 Roadster1.840 5 Sedan 2.590 5 Sport 2.160 5 Brougham 2,590	5
CASE-Model Y. 132 W. B. 7 Touring\$2.225 7 Sedan\$2.975	5
CHANDLER-123 W. B.	4
8 Touring \$1,495 4 Roadster \$1.785 7 Touring 1,595 5 Sedan 1,490 8 Brom 1,696 7 Sed De L 1,795 2 Roadster 1,696 7 Sedan 1,895	(
CHEVROLET-Superior, 103 W. B.	2
2 Rondster\$525 5 Coach\$695 8 Touring525 5 Sedan775 2 Coupe675	15 64 1
CHRYSLER—6-cyl. 112% W. B.	3
5 Touring	50 50
CHRYSLER—1-cxl. 109 W. B.	1
CHRYSLER—'-cvl. 109 W. B. 5 Touring \$395 5 Coach \$1.045 2 Coupe \$95 5 Sedan 1.095 CLEVELAND—6-cvl. 108½ W. B.	5
6 Touring\$895 5 Sedan\$995	5
CLEVELAND-6-cyl, 115 W. B.	5
6 Touring\$1.095 5 Sedan 1,295 6 Sport 1,245 f Sport Sedan 1,625 6 Coach 1,295 5 Sedan De L. 1,595	to to

Contraction and other to the tree	
4 Touring\$6,150 2 Sport\$7,40a 2 Roadster 6,150 2 Coupe 7,600 CUNNINGHAM—6-cyl. 142 W. B.	7 6
CUNNINGHAM-6-cyl. 142 W. B.	,
6 Touring \$6.650 5 Cabriolet \$8.100 7 Touring 6.650 7 Town Car 8.100 6 Limousine 8,100	9
DAVIS Gev! Model 90 115 W B	1
5 Phaeton\$1,395 5 Sedan\$1,595 4 Touring1,495 5 Imp. Sedan1,795 4 Roadsted1,495 5 Berline1,795	5
4 Touring 1.495 5 Imp. Sedan 1.795 4 Roadsted 1.495 5 Berline 1.795	4
DAVIS-Gevi Model 91 118 W R	
5 Phaeton\$1,695 5 Sedan\$1,895	5
5 Phaeton\$1.695 5 Sedan\$1.895 4 Roadster 1.795 5 Imp. Sedan2.095	4 4
191/1 N/1 8-031, 120/2 W. D.	*
5 Phaeton\$1,895 5 Cabriolet\$2,095 2 Roadster 1,895 5 Brougham 2,095 5 Sedan 1,995 5 De L. Sedan 2,195 Coach De L. 1,895	2000
DODGE BROS1-cvl. 116 W. B.	
5 Touring \$875 5 Sedan B\$1,045	2
5 Spec. Touring. 975 5 Spec. Sed. B. 1.145 2 Roadsters 855 5 Sedan A 1.195	L
2 Spec. R'dsters. 955 5 Spec. Sed. A. 1,280 2 Coupe Brom., 960 5 Coach 1,035	100
2 Spec. Cpe B.1,060 5 Spec. Coach., 1,135	i
	i
5 Touring \$810 5 Sedan 1.150 4 Coupe 1.090	8
ELCAR—4-cyl, 116 W. B.	
5 Touring\$1,095 5 Coach\$1,195	1
5 Touring\$1.095 5 Coach\$1.195 5 Sedan 1,395	
ELCAR-6-cyl. 116 W. B.	1
5 Touring\$1,295 5 Coach\$1,395	
5 Sedan 1,595 ELCAR—8-cyl. 127 W. B.	
5 Touring \$2 165 3 Coupe \$2.315	
7 Touring 2 265 5 Sedan 2,265	
5 Touring . \$2,165 3 Coupe . \$2,315 7 Touring . 2 265 5 Sedan . 2,265 4 Roadster . 2,315 Brougham . 2,865 7 Sedan 2,765	
ESSEX6-cyl. 110½ W. B.	
5 Touring\$795 5 Coach\$795	1
FLINT-6-cyl, Model 40, 115 W. B.	
5 Touring\$1.185 5 Coach De L. 1.120 5 Brougham . 1.575 5 Coach 1.040 5 Sedan 1.495	
5 Brougham . 1.575 5 Coach 1.040	1
FILINT—6-cyl. Model 55. 120 W. B. 5 Touring . \$1 595 4 Coupe . \$2.195 7 Touring . 1.795 5 Sedan 2.285 4 Roadster 1.956 6 Brougham 2.485 Spec. Touring 2.050 7 Sedan . 2.756	
5 Touring\$1,595 4 Coupe\$2,195	
7 Touring 1.795 5 Sedan 2,285	1
Spec. Touring 2,050 7 Sedan 2,750	3
FORD-1-cyl, Model T. 100 W. B.	1
(With starter and demountable rims, Bal-	1
loon tire equipment \$25 extra)	
2 Roadster \$345 Tudor Sedan \$580 5 Touring 375 Fordor Sedan 660 2 Coupe 529	1
	1
3 Roadster \$2,750 Sport Sedan. \$3,225	i
3 Coupe 2.70017 Cabriolet 4.400	1
Roadster \$2,750 Sport Sedan \$3,225 5 Touring 2.635 7 Limousine 3.275 3 Coupe 2.799 7 Cabriolet 4.409 5 Sedan 3,090	
GARDNER-6-evi. 117 W B.	i
5 Touring\$1,395 4 Cabriolet\$1.845 5 Sedan 1 595 5 Spec. Sedan. 2,295	-
	4
5 Touring\$1,995 4 Cabriolet\$2,245	9
5 Touring\$1,995 4 Cabriolet\$2,245 5 Sedan 1,956 5 Spec. Sedan .2,255 GRAY—1-cyl. Model 0, 104 W. B.	1
5 Touring \$59515 Codes	
5 Touring \$595 5 Sedan	63

HUPMOBILE-1-cyl. Model R. 115 W. B.	NASH-6
2 Roadster\$1.225 2 Coupe\$1,350 5 Touring 1,225 5 Sedan 1.375	7 Touring . 4 Victoria
HUPMOBILE-8-cyl. Model E, 1181/4 W. B.	OAKI
5 Touring #1 705 10 C	2 Roadster
2 Roadston 1 795/4 Coupe\$2,095	5 Touring .
5 Touring\$1,795 2 Coupe\$2,095 2 Roadster 1,795 4 Coupe 2,095 4 Roadster 1,895 5 Sedan 2,195	5 Coach
	OLDSMO
JEWETT-6-cyl, 115 W. B.	5 Touring .
5 Touring\$1,320 5 De L. Coach \$1.400	6 Coach 5 De Luxe
5 Touring\$1,320 5 De L. Coach.\$1,400 4 Roadster 1,500 5 Sedan 1,680 5 Coach 1,245	
	OVERLA
JORDAN-8-cyl. 1251/2 W. B.	5 Touring . 2 Coupe
5 Touring 2.275 5 Sedan\$2.675	
5 Brougham 2.575 7 Sedan 2.925	5 Sedan
JORDAN-8-cyl. 116 W. B.	DACK
2 Roadster\$1,695 5 Sedan\$1,845	5 Touring
KISSEL-6-cyl. Model 55, 121 W. B.	
E Dhooton #1 79515 Coden #1 00c	5 Sedan
7 Touring 1.895 2 Enc. Speedster 2.585	PACK
4 Tourist 1,985 4 Coupe 2,485	7 Touring .
2 Speedster .: 2.085 5 Victoria 2.485	5 Sedan
7 Touring 1.859 2 Enc. Speedster 2.585 4 Tourist 1.885 4 Coupe 2.485 2 Speedster 2.285 5 Victoria 2.485 4 Speedster 2.8515 6 Victoria 3.285 5 Brougham 2.485 17 Berline 3.285	PACK
	5 Touring . 4 Spt. Touri
KISSEL-8-cyl, 137 W. B.	4 Roadster
7 Sedan\$3.085 7 Berline\$3.185	PACK
LINCOLN-8-cyl, 136 W. B.	7 Touring .
7 Touring . \$4.000 4 Sedan . \$4.800 2 Roadster 4.000 5 Sedan . 4.900 4 Phaeton . 4.000 7 Sedan . 5.100 5 Coupe . 4.600 7 Limousine 5.300	5 Club Seda
2 Roadster 4,000 5 Sedan 4,900	PA
4 Phaeton 4.000 7 Sedan 5.100	4 Phaeton . 7 Phateon .
	7 Phateon .
LOCOMOBILE-6-cyl, "48." 142 W. B.	5 Brougham
4 Touring\$7.460 7 Limousine\$9.500	PEERI 5 Touring .
4 Touring\$7.460 7 Limousine\$9.500 7 Touring7.460 7 EncLimo'sine10.050 5 Victoria10.050 7 Cabriolet10.300	5 Coupe
5 Brougham .10.040 Cabriolet10.300	PEER
	7 Tournig .
LOCOMOBILE—Junior Eight. 124 W. B.	2 Sp. Roads
5 Touring\$1.785,5 Sedan\$2.285 4 Roadster 2,150 5 Brougham 2,285	PEER
	4 Touring .
M'FARLAN-6-cyl. "S. V." 127 W. B.	7 Phaeton
5 Touring\$2.650 5 Sedan\$3.180 2 Roadster2.650 7 Sedan\$3.289 4 Coupe3,180	4 Coupe 5 Coupe
2 Roadster 2.650 7 Sedan 3.289	PARTITION COME A RE
4 Coupe	2 Roadster
M'FARLAN-6-yl. "T. V." 140 W. B.	7 Phaeton
	4 Touring .
	5 Coach
7 Touring 5.70017 Suburban 7.110	
7 Touring 5.700/7 Suburban 7,110 2 Roadster 5.400/7 Limousine 6,900 4 Course 6,720/7 Town Car 9,000	DIFFICE AF
7 Touring 5.400 7 Suburban 7,110 2 Roadster 5.400 7 Limousine 6,900 4 Coupe 6,720 7 Town Car 9,000 6 Sedan 6,720	DIFFICE AF
7 Touring 5.70017 Sedam 36.810 7 Touring 5.70017 Suburban 7.110 2 Readster 5.40017 Limousine 6.900 4 Coupe 6.72017 Town Car 9.000 6 Sedam 6.7201	PIERCE-AR 7 Touring . 2 Roadster 4 Touring
MARMON-6-cvl. 136 W R	PIERCE-AR 7 Touring . 2 Roadster 4 Touring . 3 Coupe
MARMON-6-cvl. 136 W R	PIERCE-AF 7 Touring . 2 Roadster 4 Touring . 3 Coupe 4 Sedan
MARMON-6-cvl. 136 W R	PIERCE-AR 7 Touring . 2 Roadster 4 Touring . 3 Coupe 4 Sedan
MARMON-6-cvl. 136 W R	PIERCE-AB 7 Touring . 2 Roadster 4 Touring . 3 Coupe 4 Sedan
MARMON-6-cvl. 136 W R	PIERCE-AR 7 Touring . 2 Roadster 4 Touring . 3 Coupe . 4 Sedan 5 Touring .
MARMON—6-cyl. 136 W. B. 7 Tourins \$3.29512 Coupe \$3.295 2 Speedster \$3.29517 Sedan \$3.370 5 Phaeton \$3.29515 Sedan \$3.775 5 Sedan \$3.29517 Sedan \$3.975 6 Brougham \$3.29 5 Sedan Lim \$3.906 4 Coupe \$3.29517 Sedan Lim \$3.906	PIERCE-AB 7 Touring . 2 Roadster 4 Touring . 3 Coupe 4 Sedan B1 6 Touring 2 Coupe 5 Sedan
MARMON—6-cyl. 136 W. B. 7 Touring \$3,29512 Coupe \$2.295 2 Speedster 3,29517 Sedan 3,370 5 Phaeton 3,29515 Sedan 3,775 5 Sedan 3,29517 Sedan 3,850 6 Brougham 3,29 5 Sedan Lim 3,900 4 Coupe 3,29517 Sedan Lim 3,975 MOON—6-cyl. 113 W. B.	PIERCE-AB 7 Touring 2 Roadster 4 Touring 3 Coupe 4 Sedan Touring 2 Coupe 5 Sedan RICKEN
MARMON—6-cyl. 136 W. B. 7 Touring \$3,29512 Coupe \$2.295 2 Speedster 3,29517 Sedan 3,370 5 Phaeton 3,29515 Sedan 3,775 5 Sedan 3,29517 Sedan 3,850 6 Brougham 3,29 5 Sedan Lim 3,900 4 Coupe 3,29517 Sedan Lim 3,975 MOON—6-cyl. 113 W. B.	PIERCE-AB 7 Touring 2 Roadster 4 Touring 3 Coupe 4 Sedan Fouring 5 Coupe 5 Sedan RICKEN 5 Touring 3 Roadster
MARMON—6-cyl. 136 W. B. 7 Touring \$3,29512 Coupe \$2.295 2 Speedster 3,29517 Sedan 3,370 5 Phaeton 3,29515 Sedan 3,775 5 Sedan 3,29517 Sedan 3,850 6 Brougham 3,29 5 Sedan Lim 3,900 4 Coupe 3,29517 Sedan Lim 3,975 MOON—6-cyl. 113 W. B.	PIERCE-AB 7 Touring 2 Roadster 4 Touring 3 Coupe 4 Sedan Fouring 5 Coupe 5 Sedan RICKEN 5 Touring 3 Roadster
MARMON—6-cyl. 136 W. B. 7 Touring \$3,29512 Coupe \$2.295 2 Speedster 3,29517 Sedan 3,370 5 Phaeton 3,29515 Sedan 3,775 5 Sedan 3,29517 Sedan 3,850 6 Brougham 3,29 5 Sedan Lim 3,900 4 Coupe 3,29517 Sedan Lim 3,975 MOON—6-cyl. 113 W. B.	PIERCE-AR 7 Touring 2 Roadster 4 Touring 3 Coupe 4 Sedan BICKEN 5 Touring 2 Coupe 5 Sedan BICKEN 5 Roadster 5 Coach RICKENB
MARMON—6-cyl. 136 W. B. 7 Touring \$3,29512 Coupe \$3,295 2 Speedster \$2,29517 Sedan \$3,276 5 Phaeton \$2,29517 Sedan \$3,755 5 Sedan \$3,29517 Sedan \$3,755 6 Brougham \$2,22 6 Sedan Lim \$3,906 4 Coupe \$3,29517 Sedan Lim \$3,976 MOON—6-cyl. 113 W. B. 5 Touring \$1,19516 2-D Sedan \$1,495 6 Roadster \$1,39516 Cabriolet \$1,595 6 Coach \$1,39516 De L. Sedan \$1,695 6 Sedan \$1,544	PIERCE-AR 7 Touring 2 Roadster 4 Touring 3 Coupe 4 Sedan BICKEN 5 Touring 2 Coupe 5 Sedan BICKEN 5 Roadster 5 Coach RICKENB
MARMON—6-cyl. 136 W. B. 7 Touring \$3,29512 Coupe \$3,295 2 Speedster \$2,29517 Sedan \$3,276 5 Phaeton \$2,29517 Sedan \$3,755 5 Sedan \$3,29517 Sedan \$3,755 6 Brougham \$2,22 6 Sedan Lim \$3,906 4 Coupe \$3,29517 Sedan Lim \$3,976 MOON—6-cyl. 113 W. B. 5 Touring \$1,19516 2-D Sedan \$1,495 6 Roadster \$1,39516 Cabriolet \$1,595 6 Coach \$1,39516 De L. Sedan \$1,695 6 Sedan \$1,544	PIERCE-AR 7 Touring 2 Roadster 4 Touring 3 Coupe 4 Sedan BICKEN 5 Touring 2 Coupe 5 Sedan BICKEN 5 Roadster 5 Coach RICKENB
MARMON—6-cyl. 136 W. B. 7 Touring \$3,29512 Coupe \$3,295 2 Speedster \$.29517 Sedan 2,770 5 Phaeta \$2,29515 Sedan 2,775 5 Sedan 3,29517 Sedan 3,850 5 Brougham 3,29517 Sedan Lim 3,904 4 Coupe 2,29517 Sedan Lim 3,976 MOON—6-cyl. 113 W. B. 5 Touring \$1,19515 2-D Sedan 31,495 5 Roadster 1,39515 De L. Sedan 1,695 5 Sedan 1,39515 De L. Sedan 1,695 5 Sedan 1,345 MOON—6-cyl. 129 W. B. (London) 5 Touring \$1,98515 Pet. Sedan \$2,540 7 Touring 1,98515	PIERCE-AB 7 Touring 2 Roadster 4 Touring 2 Coupe 4 Sedan 5 Touring 5 Coupe 5 Sedan BICKEN 5 Touring 7 Roadster 6 Coach RICKENB 4 Touring 8 Roadster 7 Roadster 7 Roadster 8 Roadster 7 Roadster 8 Roadster 8 Roadster 7 Roadster 8 Roadster 9 Coach 8 RICKENB
MARMON—6-cyl. 136 W. B. 7 Touring \$3,29512 Coupe \$3,295 2 Speedster \$3,29517 Sedan \$3,270 5 Phaeton \$3,295 7 Sedan \$3,270 5 Phaeton \$3,295 6 Sedan \$3,775 5 Sedan \$3,295 7 Sedan \$3,755 6 Brougham \$2,26 5 Sedan Lim \$3,976 MOON—6-cyl. 113 W. B. 5 Touring \$1,19516 2-D Sedan \$1,495 6 Roadster \$1,395 6 De L. Sedan \$1,495 6 Roadster \$1,395 6 De L. Sedan \$1,895 5 Sedan \$1,544 MOON—6-cyl. 128 W. B. (London) 5 Touring \$1,985 5 Pet. Sedan \$2,540 7 Touring \$1,985 5 Pet. Sedan \$2,540 7 Touring \$1,985 5 Pet. Sedan \$2,540 7 Touring \$1,985 5 Pet. Sedan \$2,540	PIERCE-AB 7 Touring 2 Roadster 4 Touring 3 Coupe 4 Sedan 5 Touring 5 Touring 5 Sedan RICKEN 5 Touring 3 Roadster 5 Coach RICKENB 4 Touring 3 Roadster 5 Coach ROGAR ROL
MARMON—6-cyl. 136 W. B. 7 Touring \$3,29512 Coupe \$3,295 2 Speedster \$.29517 Sedan 2,770 5 Phaeta \$2,29515 Sedan 2,775 5 Sedan 3,29517 Sedan 3,850 5 Brougham 3,29517 Sedan Lim 3,904 4 Coupe 2,29517 Sedan Lim 3,976 MOON—6-cyl. 113 W. B. 5 Touring \$1,19515 2-D Sedan 31,495 5 Roadster 1,39515 De L. Sedan 1,695 5 Sedan 1,39515 De L. Sedan 1,695 5 Sedan 1,345 MOON—6-cyl. 129 W. B. (London) 5 Touring \$1,98515 Pet. Sedan \$2,540 7 Touring 1,98515	PIERCE-AB 7 Touring 2 Roadster 4 Touring 3 Coupe 4 Sedan 5 Touring 5 Touring 5 Sedan RICKEN 5 Touring 3 Roadster 5 Coach RICKENB 4 Touring 3 Roadster 5 Coach ROGAR ROL

NASH-6-cyl. Advanced. 121 W. B.	STAR-1-Cyl. 102 W. B.
5 Touring\$1.375 5 Sedan\$1,485	5 Touring\$525[2 Coupe 675] 2 Roadster\$25[5 2-Door Sedan.1695] 2 Coupster\$95[5 Sedan 775]
2 Roadster 1,375	2 Roadster 525 5 2-Door Sedan. 1695
NASH-6-cyl, Advanced, 127 W. B.	2 Coupster 595 5 Sedan 775
7 Manualum 84 FOLICIANA PO 100	CONTRACTOR AND GOTTON
7 Touring\$1,525 Coupe\$2,190 4 Victoria 2,090 Sedan 2,290	STEARNS KNIGHT 1-cxl. 5.5 5 Touring \$1.59515 Browtham \$2.5554 Cpe. Roadster 1.79515 Sedan 2.095 4 Coupe Brom. 1.895
4 Victoria 2,090 Sedan 2,290	5 Touring\$1,595 5 Brougham \$2,650
OAKLAND-6-cyl. 113 W. B.	4 Cpe. Roadster 1.795 5 Sedan 2.095
2 Roadster \$975 3 Coupe\$1,125	4 Coupe Brom, 1,895
5 Touring 1.025 6 Sedan 1.195	STEADNS WNIGHT Cod 191 W D
5 Touring 1.025 6 Sedan 1.195 5 Coach 1.095 5 Land. Sedan. 1,295	STEARNS-KNIGHT-6-cyl. 121 W. B.
	4 Touring\$1,875 5 Coupe Brom.\$2,285 5 Touring 1,875 5 Sedan 2,475 2 Spt. Coupe. 2,185 5 Brougham 2,475
OLDSMOBILE-6-cyl. 1101/2 W. B.	5 Touring 1,875 5 Sedan 2,475
5 Touring \$875 5 Sedan\$1,025 6 Coach 950 5 De L. Coach. 1,040 5 De Luxe Tr. 980 5 De L. Sedan. 1,115	2 Spt. Coupe. 2.185 5 Brougham 2,475
6 Coach 950 5 De L. Coach . 1.040	
5 De Luxe Tr. 98015 De L. Sedan, 1.115	STEARNS-KNIGHT-6-cyl. 130 W. B.
OWENE AND A I MALE TOO IN TO	5 Touring .\$2.395 5 Brougham .\$3,000 7 Touring .2.495 4 Coupe .2.950 2 Roadster .2.495 7 Sedan .3,800 5 Sedan .3,000
OVERLAND-4-cyl. "91." 100 W. B.	7 Touring 2.49514 Coune 2.950
5 Touring \$495 5 Sedan \$595	2 Roadster 2 495 7 Sedan 2.800
OVERLAND—4-cyl. "91." 100 W. B. 5 Touring \$495 5 Sedan \$595 2 Coupe 625 5 2-Door Sedan 695	5 Sedan 2 000
OVERLAND-6-cyl. 15234 W. B.	o Sedan s,oool
5 Sedan \$895 5 Sedan De L.\$1.095	STEVENS-DURYEA-6-cyl. 138 W. B.
	7 Touring\$7,500 4 Sedan\$10,000 Coape 9,000 7 Limousine . 10,175
PACKARD-6-crl. 126 W. B.	Coupe 9.00017 Limousine . 10 175
5 Touring\$2,585 4 Spe. Touring \$2,750 4 Coupe 2,585 4 Roadster 2,785 5 Sedan 2,585	CONTRACTOR CL. C. C. Cl. 110 W D
4 Coupe 2,585 4 Roadster 2,785	STUDEBAKER-Standard Six. 113 W. B.
5 Sedan 2.585	5 Phaeton\$1,145 5 Spt. Phaeton .\$1,255
DACKARD Carl 199 W D	3 Roadster 1.125 3 C. C. Coupe. 1,295
7 Tourism 40 70517 Gadan 40 701	5 Coach 1.195 5 W. Sedan 1.395
PACKARD—6-cyl. 133 W. B. 7 Touring\$2,785 7 Sedan\$2,785 5 Sedan 2,725 7 Sedan Lim 2,885	2 Spt. Roadster 1.235 5 Sedan 1.495
b Sedan 2,725 7 Sedan Lim 2,885	5 Phaeton . 1,145 5 Ph. Phaeton 1,258 3 Roadster . 1,125 3 C. Coupe 1,295 5 Coach . 1,195 5 W. Sedan . 1,395 2 Spt. Roadster 1,235 5 Sedan 1,495 6 Berline 1,650
PACKARD—8-cyl, 136 W. B. 5 Touring \$3.750 4 Coupe \$4.650 4 Spt. Touring 3.900 5 Sedan 4.750 4 Roadster \$.950	
5 Touring \$3.750 4 Coupe \$4.650	STUDEBAKER-Special Stx. 120 W. B.
4 Spt. Touring, 3,900 5 Sedan 4,750	5 Phaeton \$1 .445 5 Brougham \$1.695 3 Roadster . 1.395 4 Victoria . 1.756 4 Spt. R'dster . 1.596 5 Sedan . 1.895 5 Coach 1,445 5 Berline 2.120
4 Roadster 8.9501	2 Doodston 1 29514 Vintoria 1 750
DACTIAND A -1 440 M	4 Cest Dideter 1 505 5 Coder 1 905
PACKARD-8-cyl. 143 W. B.	F Canal
7 Touring \$3,950 7 Sedan \$5,000	6 Coach 1, 140 Derline 2,120
PACKARD—8-eyl. 143 W. B. 7 Touring\$2,950 7 Sedan\$5.000 5 Club Sedan 4,890 7 Sedan Lim 5,100	STUDEBAKER-Bix Six. 127 W. B.
PAIGE—6-cyl. 120 W. B. 4 Phaeton \$2.165 5 Sedan De L. \$2.395 7 Phateon 2.165 Sedan De L. 2.846 5 Brougham . 2.395 Suburban Lim 2.965	AL DESCRIPTION OF THE PROPERTY OF THE PARTY
4 Phaeton \$2.165 5 Sedan De L. \$2.395	7 Phaeton\$1,775 7 Sedan\$2,245
7 Phateon 2.165! Sedan De L. 2.840	5 Sedan 1,995 7 Berline 2,325
5 Brougham 9 295 Suburban Lim 2 acc	5 Coupe 2,045
W	o Diougnam 2,150
PEERLESS-6-cyl. 1261/2 W. B.	7 Phaeton . \$1.775 7 Sedan . \$2.245 5 Sedan . 1,996 7 Berline . 2,325 5 Coupe 2,045 5 Brougham . 2,195
PEERLESS 6-cyl. 126½ W. B. 5 Touring\$1,895 5 Sedan\$2,395	STUTZ-6-cyl. 120 W. B.
PEFRIESS—6-cyl. 126½ W. B. 5 Touring\$1,895 5 Sedan\$2,395 5 Coupe 2.295	STUTZ—6-cyl. 120 W. B. 5 Tourist\$2.395 4 Coupe\$3.050
PEFRIESS—6-cyl. 126½ W. B. 5 Touring\$1,895 5 Sedan\$2,395 5 Coupe 2.295	STUTZ—6-cyl. 120 W. B. 5 Tourist\$2.395 4 Coupe\$3,050 2 Roadster2,395 5 Sedan3,050
PEFRIESS—6-cyl. 126½ W. B. 5 Touring\$1,895 5 Sedan\$2,395 5 Coupe 2.295	STUTZ—6-cyl. 120 W. B. 5 Tourist\$2.395 4 Coupe\$3.050 2 Roadster 2.395 5 Sedan 3.050
PEFRIESS—6-cyl. 126½ W. B. 5 Touring\$1,895 5 Sedan\$2,395 5 Coupe 2.295	STUTZ—6-cyl. 120 W. B. 5 Tourist\$2,395 4 Coupe\$3,050 2 Roadster 2,395 5 Sedan 3,050
PEERLESS—6-cyl. 126½ W. B. 5 Touring . \$1,89515 Sedan . \$2,295 5 Coupe . 2,295 PEERLESS—6-cyl. 133 W. B. 7 Tournig . \$1,99517 Sedan . \$2,595 2 Sp. Roadster 2,19517 Limousine . 2,695	STUTZ—6-cyl. 120 W. B. 5 Tourist\$2,395 4 Coupe\$3,050 2 Roadster 2,395 5 Sedan 3,050
PEERLESS—6-cyl. 126½ W. B. 5 Touring . \$1,895[5 Sedan . \$2,395 5 Coupe . 2.295] PEERLESS—6-cyl. 133 W. B. 7 Touring . \$1,995[7 Sedan . \$2,595 2 Sp. Roadster 2.195[7 Limousine . 2,695	STUTZ—6-cyl. 120 W. B. 5 Tourist\$2,395 4 Coupe\$3,050 2 Roadster 2,395 5 Sedan 3,050
PEERLESS—6-cyl. 126½ W. B. 5 Touring . \$1,895[5 Sedan . \$2,395 5 Coupe . 2.295] PEERLESS—6-cyl. 133 W. B. 7 Touring . \$1,995[7 Sedan . \$2,595 2 Sp. Roadster 2.195[7 Limousine . 2,695	STUTZ—6-cyl. 120 W. B. 5 Tourist\$2,395 4 Coupe\$3,050 2 Roadster 2,395 5 Sedan 3,050
PEERLESS—6-cyl. 126½ W. B. 5 Touring . \$1,895[5 Sedan . \$2,395 5 Coupe . 2.295] PEERLESS—6-cyl. 133 W. B. 7 Touring . \$1,995[7 Sedan . \$2,595 2 Sp. Roadster 2.195[7 Limousine . 2,695	STUTZ—6-cyl. 120 W. B. 5 Tourist . \$2.395 4 Coupe . \$3.050 2 Roadster . 2.395 5 Sedan . 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist . \$3.070 7 Suburban . \$3.935 5 Sport . 3.035 7 Berline . 4.035 5 Brougham . 3.785
PEERLESS—6-cyl. 126½ W. B. 5 Touring . \$1,895[5 Sedan . \$2,395 5 Coupe . 2.295] PEERLESS—6-cyl. 133 W. B. 7 Touring . \$1,995[7 Sedan . \$2,595 2 Sp. Roadster 2.195]7 Limousine . 2,695	STUTZ—6-cyl. 120 W. B. 5 Tourist . \$2.395 4 Coupe . \$3.050 2 Roadster . 2.395 5 Sedan . 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist . \$3.070 7 Suburban . \$3.935 5 Sport . 3.035 7 Berline . 4.035 5 Brougham . 3.785
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1,895[6 Sedan \$2,295 5 Coupe 2.295] PEERLESS—6-cyl. 123 W. B. 7 Touring \$1,995[7 Sedan \$2,595 2 Sp. Roadster 2.195[7 Limousine 2.695 PEERLESS—8-cyl. 128 W. B. 4 Touring \$2,845[6 Brougham \$2,495 7 Phaeton 2.895[6 Sedan 3.495 4 Coupe \$2,285[7 Sub Sedan 2.595 5 Coupe \$2,295[7 Berline Lim 2.795 5 Coupe 2.295[7] Berline Lim 2.795	STUTZ—6-cyl. 120 W. B. 5 Tourist . \$2.395 4 Coupe . \$3.050 2 Roadster . 2.395 5 Sedan . 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist . \$3.070 7 Suburban . \$3.935 5 Sport . 3.035 7 Berline . 4.035 5 Brougham . 3.785
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1.895[6 Sedan \$2.295] 5 Coupe 2.295] PEERLESS—6-cyl. 133 W. B. 7 Touring \$1.995[7 Sedan \$2.595] 2 Sp. Roadster 2.195[7 Limousine 2.695] PEERLESS—8-cyl. 128 W. B. 4 Touring \$2.846[6 Brounham 81.495] 7 Phaeton 2.896[6 Sedan 3.495] 7 Phaeton 2.896[6 Sedan 3.495] 5 Coupe 2.285[7 Sub Sedan 3.595] 5 Coupe 2.285[7 Sub Sedan 3.795]	STUTZ—6-cyl. 120 W. B. 5 Tourist . \$2.395 4 Coupe . \$3.050 2 Roadster . 2.395 5 Sedan . 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist . \$3.070 7 Suburban . \$3.935 5 Sport . 3.035 7 Berline . 4.035 5 Brougham . 3.785
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1.895[6 Sedan \$2.295] 5 Coupe 2.295] PEERLESS—6-cyl. 133 W. B. 7 Touring \$1.995[7 Sedan \$2.595] 2 Sp. Roadster 2.195[7 Limousine 2.695] PEERLESS—8-cyl. 128 W. B. 4 Touring \$2.846[6 Brounham 81.495] 7 Phaeton 2.896[6 Sedan 3.495] 7 Phaeton 2.896[6 Sedan 3.495] 5 Coupe 2.285[7 Sub Sedan 3.595] 5 Coupe 2.285[7 Sub Sedan 3.795]	STUTZ—6-cyl. 120 W. B. 5 Tourist . \$2.395 4 Coupe . \$3.050 2 Roadster . 2.395 5 Sedan . 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist . \$3.070 7 Suburban . \$3.935 5 Sport . 3.035 7 Berline . 4.035 5 Brougham . 3.785
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1.895[6 Sedan \$2.295] 5 Coupe 2.295] PEERLESS—6-cyl. 133 W. B. 7 Touring \$1.995[7 Sedan \$2.595] 2 Sp. Roadster 2.195[7 Limousine 2.695] PEERLESS—8-cyl. 128 W. B. 4 Touring \$2.846[6 Brounham 81.495] 7 Phaeton 2.896[6 Sedan 3.495] 7 Phaeton 2.896[6 Sedan 3.495] 5 Coupe 2.285[7 Sub Sedan 3.595] 5 Coupe 2.285[7 Sub Sedan 3.795]	STUTZ-6-cyl. 120 W. B. \$ Tourist . \$2.395 4 Coupe . \$2.050 2 Roadster . 2.395 5 Sedan . 3.050 STUTZ-6-cyl. 130 W. B. 7 Tourist . \$2.079 7 Suburban . \$3.925 5 Sport . 3.035 7 Berline . 4.035 6 Brougham . 3.785 VELIE-6-cyl. 118 W. B. 5 Phaeton . \$1.480 5 Brougham . \$1.495 4 Roadster . 1.650 5 Sedan . 1.826 3 Coupe . 1.425 WILLS-STE CLAIRE-6-cyl. 127 W. B.
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1.895[6 Sedan \$2.295] 5 Coupe 2.295] PEERLESS—6-cyl. 133 W. B. 7 Touring \$1.995[7 Sedan \$2.595] 2 Sp. Roadster 2.195[7 Limousine 2.695] PEERLESS—8-cyl. 128 W. B. 4 Touring \$2.846[6 Brounham 81.495] 7 Phaeton 2.896[6 Sedan 3.495] 7 Phaeton 2.896[6 Sedan 3.495] 5 Coupe 2.285[7 Sub Sedan 3.595] 5 Coupe 2.285[7 Sub Sedan 3.795]	STUTZ-6-cyl. 120 W. B. \$ Tourist . \$2.395 4 Coupe . \$2.050 2 Roadster . 2.395 5 Sedan . 3.050 STUTZ-6-cyl. 130 W. B. 7 Tourist . \$2.079 7 Suburban . \$3.925 5 Sport . 3.035 7 Berline . 4.035 6 Brougham . 3.785 VELIE-6-cyl. 118 W. B. 5 Phaeton . \$1.480 5 Brougham . \$1.495 4 Roadster . 1.650 5 Sedan . 1.826 3 Coupe . 1.425 WILLS-STE CLAIRE-6-cyl. 127 W. B.
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1.895[6 Sedan \$2.295] 5 Coupe 2.295] PEERLESS—6-cyl. 133 W. B. 7 Touring \$1.995[7 Sedan \$2.595] 2 Sp. Roadster 2.195[7 Limousine 2.695] PEERLESS—8-cyl. 128 W. B. 4 Touring \$2.846[6 Brounham 81.495] 7 Phaeton 2.896[6 Sedan 3.495] 7 Phaeton 2.896[6 Sedan 3.495] 5 Coupe 2.285[7 Sub Sedan 3.595] 5 Coupe 2.285[7 Sub Sedan 3.795]	STUTZ-6-cyl. 120 W. B. \$ Tourist . \$2.395 4 Coupe . \$2.050 2 Roadster . 2.395 5 Sedan . 3.050 STUTZ-6-cyl. 130 W. B. 7 Tourist . \$2.070 7 Suburban . \$3.925 5 Sport . 3.035 7 Berline . 4.035 6 Brougham . 3.785 VELIE-6-cyl. 118 W. B. 5 Phaeton . \$1.480 5 Brougham . \$1.495 4 Roadster . 1.650 5 Sedan . 1.826 3 Coupe . 1.425 WILLS-5TE CLAIRE-6-cyl. 127 W. B.
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1.895[6 Sedan \$2.295] 5 Coupe 2.295] PEERLESS—6-cyl. 133 W. B. 7 Touring \$1.995[7 Sedan \$2.595] 2 Sp. Roadster 2.195[7 Limousine 2.695] 4 Touring \$2.845[6 Brougham \$3.495] 5 Coupe 2.895[5 Sedan 3.495] 5 Coupe 2.295[7 Berline Lim 2.795] 5 Coupe 2.295[7 Berline Lim 2.795] 5 Coupe 2.295[7 Berline Lim 2.795] 5 Coupe 2.295[7 Sedan 3.895] 5 Coupe 2.295[7 Sedan 3.995] 5 Coupe 3.295[7 Sedan 3.995]	STUTZ-6-cyl. 120 W. B. \$ Tourist . \$2.395 4 Coupe . \$2.050 2 Roadster . 2.395 5 Sedan . 3.050 STUTZ-6-cyl. 130 W. B. 7 Tourist . \$2.070 7 Suburban . \$3.925 5 Sport . 3.035 7 Berline . 4.035 6 Brougham . 3.785 VELIE-6-cyl. 118 W. B. 5 Phaeton . \$1.480 5 Brougham . \$1.495 4 Roadster . 1.650 5 Sedan . 1.826 3 Coupe . 1.425 WILLS-5TE CLAIRE-6-cyl. 127 W. B.
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1,895[6 Sedan \$2,295] 5 Coupe 2.295[PEERLESS—6-cyl. 123 W. B. 7 Touring\$1,995[7 Sedan\$2,595] 2 Sp. Roadster 2.195[7 Limousine 2.695] 5 PEERLESS—8-cyl. 128 W. B. 4 Touring \$2,845[5 Brougham \$2,495] 6 Thaeton 2.895[6 Sedan\$495] 6 Coupe 3.245[7 Sub Sedan\$595] 7 Coupe 3.245[7 Sub Sedan\$795] 7 PIERCE-ARROW—6-cyl. "80," 130 W. B. 7 Roadster \$2,895[4 Coupe \$3,695] 7 Phaeton 2.895[5 Sedan\$895] 7 Phaeton 2.895[5 Sedan\$895] 7 Houring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Coach 3.150[Enc. Lim. 4.046]	STUTZ—6-cyl. 120 W. B. 5 Tourist \$2.39514 Coupe \$3.050 2 Roadster 2.39515 Sedan 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist \$2.07017 Suburban \$3.935 5 Sport 3.03517 Berline 4.035 5 Brougham 3.7851 **VELIE—6-cyl. 118 W. B. 5 Phaeton \$1.450 5 Brougham \$1.495 4 Roadster 1.65015 Sedan 1.825 3 Coupe 1.4251 WILLS-STE CLAIRE—6-cyl. 127 W. B. 7 Tourist \$2.38514 Sport \$2.800 4 Roadster 2.80015 Sedan 2.185 4 Roadster 2.80015 Sedan 2.185
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1,895[6 Sedan \$2,295] 5 Coupe 2.295[PEERLESS—6-cyl. 123 W. B. 7 Touring\$1,995[7 Sedan\$2,595] 2 Sp. Roadster 2.195[7 Limousine 2.695] 5 PEERLESS—8-cyl. 128 W. B. 4 Touring \$2,845[5 Brougham \$2,495] 6 Thaeton 2.895[6 Sedan\$495] 6 Coupe 3.245[7 Sub Sedan\$595] 7 Coupe 3.245[7 Sub Sedan\$795] 7 PIERCE-ARROW—6-cyl. "80," 130 W. B. 7 Roadster \$2,895[4 Coupe \$3,695] 7 Phaeton 2.895[5 Sedan\$895] 7 Phaeton 2.895[5 Sedan\$895] 7 Houring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Coach 3.150[Enc. Lim. 4.046]	STUTZ—6-cyl. 120 W. B. 5 Tourist \$2.39514 Coupe \$3.050 2 Roadster 2.39515 Sedan 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist \$2.07017 Suburban \$3.935 5 Sport 3.03517 Berline 4.035 5 Brougham 3.7851 **VELIE—6-cyl. 118 W. B. 5 Phaeton \$1.450 5 Brougham \$1.495 4 Roadster 1.65015 Sedan 1.825 3 Coupe 1.4251 WILLS-STE CLAIRE—6-cyl. 127 W. B. 7 Tourist \$2.38514 Sport \$2.800 4 Roadster 2.80015 Sedan 2.185 4 Roadster 2.80015 Sedan 2.185
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1,895[6 Sedan \$2,295] 5 Coupe 2.295[PEERLESS—6-cyl. 123 W. B. 7 Touring\$1,995[7 Sedan\$2,595] 2 Sp. Roadster 2.195[7 Limousine 2.695] 5 PEERLESS—8-cyl. 128 W. B. 4 Touring \$2,845[5 Brougham \$2,495] 6 Thaeton 2.895[6 Sedan\$495] 6 Coupe 3.245[7 Sub Sedan\$595] 7 Coupe 3.245[7 Sub Sedan\$795] 7 PIERCE-ARROW—6-cyl. "80," 130 W. B. 7 Roadster \$2,895[4 Coupe \$3,695] 7 Phaeton 2.895[5 Sedan\$895] 7 Phaeton 2.895[5 Sedan\$895] 7 Houring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Coach 3.150[Enc. Lim. 4.046]	STUTZ—6-cyl. 120 W. B. 5 Tourist \$2.39514 Coupe \$3.050 2 Roadster 2.39515 Sedan 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist \$2.07017 Suburban \$3.935 5 Sport 3.03517 Berline 4.035 5 Brougham 3.7851 **VELIE—6-cyl. 118 W. B. 5 Phaeton \$1.450 5 Brougham \$1.495 4 Roadster 1.65015 Sedan 1.825 3 Coupe 1.4251 WILLS-STE CLAIRE—6-cyl. 127 W. B. 7 Tourist \$2.38514 Sport \$2.800 4 Roadster 2.80015 Sedan 2.185 4 Roadster 2.80015 Sedan 2.185
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1,895[6 Sedan \$2,295] 5 Coupe 2.295[PEERLESS—6-cyl. 123 W. B. 7 Touring\$1,995[7 Sedan\$2,595] 2 Sp. Roadster 2.195[7 Limousine 2.695] 5 PEERLESS—8-cyl. 128 W. B. 4 Touring \$2,845[5 Brougham \$2,495] 6 Thaeton 2.895[6 Sedan\$495] 6 Coupe 3.245[7 Sub Sedan\$595] 7 Coupe 3.245[7 Sub Sedan\$795] 7 PIERCE-ARROW—6-cyl. "80," 130 W. B. 7 Roadster \$2,895[4 Coupe \$3,695] 7 Phaeton 2.895[5 Sedan\$895] 7 Phaeton 2.895[5 Sedan\$895] 7 Houring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Coach 3.150[Enc. Lim. 4.046]	STUTZ—6-cyl. 120 W. B. 5 Tourint \$2.39514 Coupe \$2,050 2 Roadster 2.39515 Sedan 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourint \$3.07017 Suburban \$3.925 5 Sport 3.03517 Berline 4.035 5 Broughan 2.7851 VELIE—6-cyl. 118 W. B. 5 Phaeton \$1,480 6 Broughan \$1.495 4 Roadster 1.65015 Sedan 1.825 3 Coupe 1.4251 WILLS-STE CLAHRE—6-cyl. 127 W. B. 7 Tourint \$2.38514 Sport \$2.800 4 Roadster 2.80015 Sedan 2.185 4 Gray G 2.48517 Sedan 2.185 4 Gray G 2.48517 Sedan 3.285 WILLS-STE CLAHRE—"B-68-" 8-cyl.
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1,895[6 Sedan \$2,295] 5 Coupe 2.295[PEERLESS—6-cyl. 123 W. B. 7 Touring\$1,995[7 Sedan\$2,595] 2 Sp. Roadster 2.195[7 Limousine 2.695] 5 PEERLESS—8-cyl. 128 W. B. 4 Touring \$2,845[5 Brougham \$2,495] 6 Thaeton 2.895[6 Sedan\$495] 6 Coupe 3.245[7 Sub Sedan\$595] 7 Coupe 3.245[7 Sub Sedan\$795] 7 PIERCE-ARROW—6-cyl. "80," 130 W. B. 7 Roadster \$2,895[4 Coupe \$3,695] 7 Phaeton 2.895[5 Sedan\$895] 7 Phaeton 2.895[5 Sedan\$895] 7 Houring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Coach 3.150[Enc. Lim. 4.046]	STUTZ—6-cyl. 120 W. B. 5 Tourint \$2.39514 Coupe \$2,050 2 Roadster 2.39515 Sedan 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourint \$3.07017 Suburban \$3.925 5 Sport 3.03517 Berline 4.035 5 Broughan 2.7851 VELIE—6-cyl. 118 W. B. 5 Phaeton \$1,480 6 Broughan \$1.495 4 Roadster 1.65015 Sedan 1.825 3 Coupe 1.4251 WILLS-STE CLAHRE—6-cyl. 127 W. B. 7 Tourint \$2.38514 Sport \$2.800 4 Roadster 2.80015 Sedan 2.185 4 Gray G 2.48517 Sedan 2.185 4 Gray G 2.48517 Sedan 3.285 WILLS-STE CLAHRE—"B-68-" 8-cyl.
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1,895[6 Sedan \$2,295] 5 Coupe 2.295[PEERLESS—6-cyl. 123 W. B. 7 Touring\$1,995[7 Sedan\$2,595] 2 Sp. Roadster 2.195[7 Limousine 2.695] 5 PEERLESS—8-cyl. 128 W. B. 4 Touring \$2,845[5 Brougham \$2,495] 6 Thaeton 2.895[6 Sedan\$495] 6 Coupe 3.245[7 Sub Sedan\$595] 7 Coupe 3.245[7 Sub Sedan\$795] 7 PIERCE-ARROW—6-cyl. "80," 130 W. B. 8 Roadster \$2,895[4 Coupe \$3,695] 7 Phaeton 2.895[5 Sedan\$895] 7 Phaeton 2.895[5 Sedan\$895] 7 Houring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Touring 3.095[7 Sedan\$895] 8 Coach 3.150[Enc. Lim. 4.046]	STUTZ—6-cyl. 120 W. B. 5 Tourint \$2.39514 Coupe \$2,050 2 Roadster 2.39515 Sedan 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourint \$3.07017 Suburban \$3.925 5 Sport 3.03517 Berline 4.035 5 Broughan 2.7851 VELIE—6-cyl. 118 W. B. 5 Phaeton \$1,480 6 Broughan \$1.495 4 Roadster 1.65015 Sedan 1.825 3 Coupe 1.4251 WILLS-STE CLAHRE—6-cyl. 127 W. B. 7 Tourint \$2.38514 Sport \$2.800 4 Roadster 2.80015 Sedan 2.185 4 Gray G 2.48517 Sedan 2.185 4 Gray G 2.48517 Sedan 3.285 WILLS-STE CLAHRE—"B-68-" 8-cyl.
PEERLESS—6-cyl. 126½ W. B. 5 Touring \$1,895[6 Sedan \$2,295 5 Coupe 2.295] PEERLESS—6-cyl. 123 W. B. 7 Touring \$1,995[7 Sedan \$2,595 2 Sp. Roadster 2.195[7 Limousine 2.695 2 Sp. Roadster 2.195[7 Limousine 3.695 4 Coupe \$2,2845[6 Brougham 32,495 4 Coupe \$2,285[6 Sedan 2.495 4 Coupe \$2,285[7 Sedan 2.595 5 Coupe \$2,285[7 Berline Lim 2.795 FIERCE-ARROW—6-cyl. "89" 120 W. B. 2 Roadster \$2,895[4 Coupe \$3,695 7 Phaeton 2.895[5 Sedan 2.995 7 Phaeton 2.895[5 Sedan 2.995 7 Phaeton 3.959[7 Sedan 3.995 7 Touring 3.959[7 Sedan 3.995 8 Touring 5.250[4 Coupe Sedan \$3,995 8 Touring 5.550[4 Coupe Sedan \$3,995 8 Touring \$5.250[4 Coupe Sedan \$3,995 8 Touring \$5.250[4 Coupe Sedan \$3,990 8 Roadster 5.250[7 Sedan 7.000 8 Coupe 6.800[7 Enc. Lim 7.000 8 Coupe 6.800[7 Enc. Lim 7.000 8 Sedan 6.900[7 Enc. Lim 7.000	STUTZ—6-cyl. 120 W. B. 5 Tourint \$2.39514 Coupe \$2,050 2 Roadster 2.39515 Sedan 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourint \$3.07017 Suburban \$3.925 5 Sport 3.03517 Berline 4.035 5 Broughan 2.7851 VELIE—6-cyl. 118 W. B. 5 Phaeton \$1,480 6 Broughan \$1.495 4 Roadster 1.65015 Sedan 1.825 3 Coupe 1.4251 WILLS-STE CLAHRE—6-cyl. 127 W. B. 7 Tourint \$2.38514 Sport \$2.800 4 Roadster 2.80015 Sedan 2.185 4 Gray G 2.48517 Sedan 2.185 4 Gray G 2.48517 Sedan 3.285 WILLS-STE CLAHRE—"B-68-" 8-cyl.
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STEARNS-KNIGHT—6-cyl, 121 W, B, 1 Touring	STEARNS ENIGHT -4-cyl. 6 71 %.
STEARNS-KNIGHT—6-cyl, 121 W, B, 1 Touring	5 Touring\$1,595 5 Brougham\$2,005 4 Cpe. Roadster 1,795 5 Sedan 2,095 4 Coupe Brom, 1,895
STEARNS-KNIGHT—6-cyl. 130 W. B. Touring 32.395 Brougham 33.000 Touring 2.495 Coupe 2.950 Rondater 2.495 Touche 2.950 Sedan 3.000 STEVENS-DURYEA—6-cyl. 138 W. B. Touring 37.500 Sedan 310.000 Coupe 9.000 Limousine 10.175 STEVENS-DURYEA—6-cyl. 138 W. B. Touring 37.500 Sedan 310.000 Coupe 9.000 Limousine 10.175 STUDEBAKER—Standard Six. 113 W. B. SPHACTON 31.145 Spt. Phacton 31.255 SPL. Roadster 1.215 C. C. Coupe 1.295 Socach 1.195 S. W. Sedan 1.395 Spt. Roadster 1.215 C. C. Coupe 1.295 Spt. Roadster 1.215 E. Sedan 1.495 Spt. Roadster 1.215 E. Sedan 1.495 Spt. Roadster 1.215 E. Sedan 1.495 Spt. Roadster 1.2354 Victoria 1.750 Spt. Roadster 1.3954 Victoria 1.750 Spt. Roadster 1.3954 Victoria 1.755 Scoach 1.415 E. Berline 2.120 STUDEBAKER—Sheels Six. 127 W. B. Phacton 31.775 Sedan 3.245 Sedan 1.995 Terline 2.225 Scoupe 2.045 Brougham 2.195 STUTZ—6-cyl. 120 W. B. Tourist 32.395 Sedan 3.050 STUTZ—6-cyl. 130 W. B. Tourist 32.395 Sedan 3.050 STUTZ—6-cyl. 118 W. B. Thacton 31.450 Sedan 3.955 Sport 3.0357 Berline 4.035 Brougham 3.785 Sedan 3.255 Sport 3.0357 Berline 4.035	STEARNS-KNIGHT-6-evt. 121 W. H.
STEARNS-KNIGHT—6-cyl. 130 W. B. Touring 32.395 Brougham 33.000 Touring 2.495 Coupe 2.950 Rondater 2.495 Touche 2.950 Sedan 3.000 STEVENS-DURYEA—6-cyl. 138 W. B. Touring 37.500 Sedan 310.000 Coupe 9.000 Limousine 10.175 STEVENS-DURYEA—6-cyl. 138 W. B. Touring 37.500 Sedan 310.000 Coupe 9.000 Limousine 10.175 STUDEBAKER—Standard Six. 113 W. B. SPHACTON 31.145 Spt. Phacton 31.255 SPL. Roadster 1.215 C. C. Coupe 1.295 Socach 1.195 S. W. Sedan 1.395 Spt. Roadster 1.215 C. C. Coupe 1.295 Spt. Roadster 1.215 E. Sedan 1.495 Spt. Roadster 1.215 E. Sedan 1.495 Spt. Roadster 1.215 E. Sedan 1.495 Spt. Roadster 1.2354 Victoria 1.750 Spt. Roadster 1.3954 Victoria 1.750 Spt. Roadster 1.3954 Victoria 1.755 Scoach 1.415 E. Berline 2.120 STUDEBAKER—Sheels Six. 127 W. B. Phacton 31.775 Sedan 3.245 Sedan 1.995 Terline 2.225 Scoupe 2.045 Brougham 2.195 STUTZ—6-cyl. 120 W. B. Tourist 32.395 Sedan 3.050 STUTZ—6-cyl. 130 W. B. Tourist 32.395 Sedan 3.050 STUTZ—6-cyl. 118 W. B. Thacton 31.450 Sedan 3.955 Sport 3.0357 Berline 4.035 Brougham 3.785 Sedan 3.255 Sport 3.0357 Berline 4.035	4 Touring\$1,875 5 Coupe Brom.\$2,285 5 Touring 1,875 5 Sedan 2,475 2 Spt. Coupe. 2,185 5 Brougham 2,476
STEVENS-DURYEA	STEARNS-KNIGHT-6-cyl. 130 W. B.
STEVENS-DURYEA	5 Touring .\$2,395 6 Brougham .\$3,000 7 Touring .2,495 4 Coupe2,950 2 Roadster .2,495 7 Sedan
STUDEBAKER—Standard Six. 113 W. B.	STEVENS-DURYEA-6-cyl. 138 W. B.
5 Phaeton . 31,145 5 spt. Phaeton . 31,255 5 Coach . 1.195 5 W. Sedan . 1.395 5 Coach . 1.195 5 W. Sedan . 1.395 5 Spt. Roadster 1.325 6 Sedan . 1.495 5 Spt. Roadster 1.325 6 Sedan . 1.495 5 Berline . 1.550 5 Phaeton . 31,445 6 Berline . 1.565 7 Phaeton . 31,475 7 Sedan . 1.295 7 Phaeton . 31,775 7 Sedan . 1.295 7 Phaeton . 31,775 7 Sedan . 2.225 7 Phaeton . 31,775 7 Sedan . 2.225 8 Sedan . 1.295 7 Berline . 2.225 8 Sedan . 1.295 7 Berline . 2.225 8 Sedan . 1.295 7 Berline . 2.225 8 Tourist . 2.395 8 Coupe . 2.446 8 Brougham . 2.195 8 Tourist . 2.395 8 Coupe . 3.050 8 TUTZ—6-cyl. 120 W. B. 9 Tourist . 32,379 7 Suburban . 3.255 9 Sport . 3.035 7 Berline . 4.035 9 Brougham . 3.785 9 VELIE—6-cyl. 118 W. B. 9 Phaeton . 31,450 8 Brougham . 31,495 9 Roadster . 1.650 8 Sedan . 1.825 9 Coupe . 1.426 9 WILLS-STE . CLAIRE—6-cyl. 127 W. B. 9 Tourist . 2.385 4 Sport . 2.800 9 Roadster . 2.806 5 Sedan . 3.85 9 Coupe . 2.485 8 Sedan . 3.85 9 Coupe . 2.485 8 Sedan . 3.85 9 Coupe . 2.585 8 Sedan . 3.900 9 Coupe . 3.785 8 Linousine . 3.85 9 WILLS-STE . CLAIRE—(-6-cyl. 127 W. B. 127 W	
STUDEBAKER—Special Stx. 120 W. B. Phaeton . \$1 445 5 Brougham . \$1,695 3 Roadster . 1.295 4 Victoria . 1.756 4 Spt. R dster . 1,595 5 Sedan . 1.756 5 Coach . 1,445 5 Brougham . 1,695 7 Phaeton . \$1,775 5 Sedan . 1.296 8 TUDEBAKER—Bix Six. 127 W. B. Phaeton . \$1,775 Sedan . \$2,245 8 Sedan . 1,995 7 Berline . 2.225 8 Brougham . 2,195 8 STUTZ—6-cyl. 120 W. B. 8 TUTZ—6-cyl. 120 W. B. 9 Tourist . \$2,395 5 Sedan . 3,050 9 STUTZ—6-cyl. 130 W. B. 9 TOUTIST . \$3,070 7 Suburban . \$3,955 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$3,070 7 Suburban . \$3,935 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$3,070 7 Suburban . \$3,935 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$3,070 7 Suburban . \$3,935 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$3,070 7 Suburban . \$3,935 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$3,070 7 Suburban . \$3,935 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$2,385 8 Sedan . 1,825 9 Coupe . 1,425 9 WILLS-STE. CLAIRE—6-cyl. 127 W. B. 9 Tourist . \$2,385 4 Sport . 32,800 9 KROADSTE . \$2,385 7 Sedan . 2,885 9 WILLS-STE . CLAIRE—18-68-" 9 Coupe . 2,985 7 Sedan . 3,835 9 WILLS-STE . CLAIRE—18-8-" 9 Coupe . 3,785 7 Limousine . 3,890 9 Tourist . \$2,805 5 Brougham . \$4,005 9 Brougham . 4,085 9 Sedan . 4,085	5 Phaeton \$1.145 5 Spt. Phaeton \$1.255
STUDEBAKER—Special Stx. 120 W. B. Phaeton . \$1 445 5 Brougham . \$1,695 3 Roadster . 1.295 4 Victoria . 1.756 4 Spt. R dster . 1,595 5 Sedan . 1.756 5 Coach . 1,445 5 Brougham . 1,695 7 Phaeton . \$1,775 5 Sedan . 1.296 8 TUDEBAKER—Bix Six. 127 W. B. Phaeton . \$1,775 Sedan . \$2,245 8 Sedan . 1,995 7 Berline . 2.225 8 Brougham . 2,195 8 STUTZ—6-cyl. 120 W. B. 8 TUTZ—6-cyl. 120 W. B. 9 Tourist . \$2,395 5 Sedan . 3,050 9 STUTZ—6-cyl. 130 W. B. 9 TOUTIST . \$3,070 7 Suburban . \$3,955 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$3,070 7 Suburban . \$3,935 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$3,070 7 Suburban . \$3,935 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$3,070 7 Suburban . \$3,935 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$3,070 7 Suburban . \$3,935 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$3,070 7 Suburban . \$3,935 9 SPUTZ—6-cyl. 118 W. B. 9 Tourist . \$2,385 8 Sedan . 1,825 9 Coupe . 1,425 9 WILLS-STE. CLAIRE—6-cyl. 127 W. B. 9 Tourist . \$2,385 4 Sport . 32,800 9 KROADSTE . \$2,385 7 Sedan . 2,885 9 WILLS-STE . CLAIRE—18-68-" 9 Coupe . 2,985 7 Sedan . 3,835 9 WILLS-STE . CLAIRE—18-8-" 9 Coupe . 3,785 7 Limousine . 3,890 9 Tourist . \$2,805 5 Brougham . \$4,005 9 Brougham . 4,085 9 Sedan . 4,085	3 Roadster . 1,125 3 C. C. Coupe. 1,295 5 Coach . 1,195 5 W. Sedan . 1,395 2 Spt. Roadster 1,235 5 Sedan 1,495 6 Berline 1,650
### STUDEBAKER—Bix Six, 127 W. B. 7 Phaeton	STUDEBAKER-Special Str. 120 W. B.
### STUDEBAKER—Bix Six, 127 W. B. 7 Phaeton	5 Phaeton \$1,445 5 Brougham \$1,695 3 Roadster 1,395 4 Victoria 1,759 4 Spt. R'dster 1,595 5 Sedan 1,895 5 Coach 1,445 5 Berline 2,129
\$\text{STUTZ-6-cyl. 120 W. B.} \ 2.395\cdot \text{ Coupe.} \ \ \ \ 3.050 \ 2.805\cdot \text{ Coupe.} \ \ \ 3.050 \ \ \ \ \ \ \text{ Sedan.} \ \ \ \ 3.050 \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	STUDERAKER
\$\text{STUTZ-6-cyl. 120 W. B.} \ 2.395\cdot \text{ Coupe.} \ \ \ \ 3.050 \ 2.805\cdot \text{ Coupe.} \ \ \ 3.050 \ \ \ \ \ \ \text{ Sedan.} \ \ \ \ 3.050 \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	
### STUTZ—6-cyl 130 W. B. Tourist \$3.0707 Suburban \$3.935 Brougham 3.785 Brougham 3.785 Brougham 3.785 Fhaeton \$1.480 Brougham \$1.495 Anadaster 1.650 Sedan 1.825 Coupe 1.425 WILLS-STE, CLAIRE—6-cyl 127 W. B. Tourist \$2.385 4 Sport \$2.800 Anadaster 2.806 Sedan 2.185 Gray G 2.485 Fedan 3.185 Gray G 2.485 Fedan 3.285 WILLS-STE CLAIRE—8-cyl 8-cyl 127 W. B. Phaeton \$2.885 5 Sedan \$3.885 Anadaster 2.806 Brougham 3.906 Tougham \$3.85 Fedan 3.906 Coupe 3.785 Limousine 4.085 WILLS-STE CLAIRE—(-G8." 8-cyl 127 W. B. 4 Roadster \$3.185 7 Sedan 3.906 4 Roadster \$3.185 7 Sedan 3.906 5 Brougham 4.007 Limousine 4.285 5 Sedan 4.085 6 Sedan 4.085 6 Sedan 4.085 7 Sedan 4.085 8 Sed	7 Phaeton\$1,775 Sedan\$2,245 Sedan 1,995 7 Berline 2,325 5 Coupe 2,045 5 Brougham 2,195
### STUTZ—6-cyl 130 W. B. Tourist \$3.0707 Suburban \$3.935 Brougham 3.785 Brougham 3.785 Brougham 3.785 Fhaeton \$1.480 Brougham \$1.495 Anadaster 1.650 Sedan 1.825 Coupe 1.425 WILLS-STE, CLAIRE—6-cyl 127 W. B. Tourist \$2.385 4 Sport \$2.800 Anadaster 2.806 Sedan 2.185 Gray G 2.485 Fedan 3.185 Gray G 2.485 Fedan 3.285 WILLS-STE CLAIRE—8-cyl 8-cyl 127 W. B. Phaeton \$2.885 5 Sedan \$3.885 Anadaster 2.806 Brougham 3.906 Tougham \$3.85 Fedan 3.906 Coupe 3.785 Limousine 4.085 WILLS-STE CLAIRE—(-G8." 8-cyl 127 W. B. 4 Roadster \$3.185 7 Sedan 3.906 4 Roadster \$3.185 7 Sedan 3.906 5 Brougham 4.007 Limousine 4.285 5 Sedan 4.085 6 Sedan 4.085 6 Sedan 4.085 7 Sedan 4.085 8 Sed	7 Phaeton . \$1,778;7 Sedan . \$2,245 5 Sedan . 1,985;7 Berline . 2,325 5 Coupe 2,045; 5 Brougham . 2,195; STUTZ—6-cyl. 120 W. B.
\text{VELIE-0-cyl. 118 W. B.} 5 Phaeton \$1,480 5 Brougham \$1,495 4 Roadster 1,650 5 Sedan 1.825 3 Coupe 1,425 \text{WILLS-STE}, CLAIRE—6-cyl. 127 W. B. 7 Tourist \$2,385 4 Sport \$2,800 4 Roadster 2,800 5 Sedan 2.185 4 Gray G. 2,485 7 Sedan 2.285 5 Coupe 2,985 7 Limousine 3,385 \text{WILLS-STE}, CLAIRE—"B-08-" 8-cyl. 127 W. B. 7 Phaeton \$2,885 [5 Sedan 3,985 4 Roadster 2,985 7 Sedan 2,900 5 Tray 3,085 5 Brougham 2,900 5 Tray 3,085 6 Brougham 2,900 4 Coupe 3,785 7 Limousine 4,085 \text{WILLS-STE}, CLAIRE—"C-08." 8-cyl. 127 W. B. 4 Roadster \$3,185 7 Sedan \$4,100 5 Brougham 4,100 7 Limousine 4,285 5 Sedan 4,085	STUTZ—6-cyl. 120 W. B. 5 Tourist\$2,395 4 Coupe\$3,050 2 Roadster 2,395 5 Sedan 3,050
\text{VELIE-0-cyl. 118 W. B.} 5 Phaeton \$1,480 5 Brougham \$1,495 4 Roadster 1,650 5 Sedan 1.825 3 Coupe 1,425 \text{WILLS-STE}, CLAIRE—6-cyl. 127 W. B. 7 Tourist \$2,385 4 Sport \$2,800 4 Roadster 2,800 5 Sedan 2.185 4 Gray G. 2,485 7 Sedan 2.285 5 Coupe 2,985 7 Limousine 3,385 \text{WILLS-STE}, CLAIRE—"B-08-" 8-cyl. 127 W. B. 7 Phaeton \$2,885 [5 Sedan 3,985 4 Roadster 2,985 7 Sedan 2,900 5 Tray 3,085 5 Brougham 2,900 5 Tray 3,085 6 Brougham 2,900 4 Coupe 3,785 7 Limousine 4,085 \text{WILLS-STE}, CLAIRE—"C-08." 8-cyl. 127 W. B. 4 Roadster \$3,185 7 Sedan \$4,100 5 Brougham 4,100 7 Limousine 4,285 5 Sedan 4,085	STUTZ—6-cyl. 120 W. B. 5 Tourist\$2,395 4 Coupe\$3,050 2 Roadster2,395 5 Sedan3,050
WILLS-STE, CLARRE—0-Cyl. 12; W. B. 7 Tourist \$2,385 4 Sport \$2,800 4 Roadster \$2,800 5 Sedan \$1,85 5 Coupe \$2,985 7 Limousine \$3,285 5 Coupe \$2,985 7 Limousine \$3,285 WILLS-STE, CLAIRE—"B-08-" 8-cyl. 127 W. B. 7 Phacton \$2,885 5 Sedan \$3,980 5 Tray \$3,085 5 Frousham \$2,900 5 Tray \$3,085 5 Frousham \$2,900 5 Tray \$3,085 5 Frousham \$2,900 5 WILLS-STE, CLAIRE—"C-08." 8-cyl. 127 W. B. 4 Roadster \$3,185 7 Sedan \$4,100 5 Brougham \$4,100 7 Limousine \$4,285 5 Sedan \$4,285	STUTZ—6-cyl. 120 W. B. 5 Tourist \$2.39514 Coupe \$3.050 2 Roadster 2.39515 Sedan 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist \$3.07017 Suburban \$3.935 5 Sport 3.03517 Berline 4.035 5 Brougham 3,7851
WILLS-STE, CLARRE—0-Cyl. 12; W. B. 7 Tourist \$2,385 4 Sport \$2,800 4 Roadster \$2,800 5 Sedan \$1,85 5 Coupe \$2,985 7 Limousine \$3,285 5 Coupe \$2,985 7 Limousine \$3,285 WILLS-STE, CLAIRE—"B-08-" 8-cyl. 127 W. B. 7 Phacton \$2,885 5 Sedan \$3,980 5 Tray \$3,085 5 Frousham \$2,900 5 Tray \$3,085 5 Frousham \$2,900 5 Tray \$3,085 5 Frousham \$2,900 5 WILLS-STE, CLAIRE—"C-08." 8-cyl. 127 W. B. 4 Roadster \$3,185 7 Sedan \$4,100 5 Brougham \$4,100 7 Limousine \$4,285 5 Sedan \$4,285	STUTZ—6-cyl. 120 W. B. 5 Tourist .\$2.395 4 Coupe .\$3.050 2 Roadster .2.395 5 Sedan .3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist .\$3.070 7 Suburban .\$3.935 5 Sport .3.035 7 Berline .4.035 5 Brougham 3.785
7 Phaeton \$2,885 Sedan \$2,885 4 Roadster 2,985 7 Sedan \$3,900 5 Tray 3,085 6 Brougham 2,900 4 Coupe 3,785 7 Limousine 4,085 WILLS-STE CLAIRE—"C-68." 8-cyl. 127 W. B. 4 Roadster \$3,185 7 Sedan \$4,100 5 Brougham 4,100 7 Limousine 4,285 5 Sedan 4,085	STUTZ—6-cyl. 120 W. B. 5 Tourist .\$2.395 4 Coupe .\$3.050 2 Roadster .2.395 5 Sedan .3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist .\$3.070 7 Suburban .\$3.935 5 Sport .3.035 7 Berline .4.035 5 Brougham 3.785
7 Phaeton \$2,885 Sedan \$2,885 4 Roadster 2,985 7 Sedan \$3,900 5 Tray 3,085 6 Brougham 2,900 4 Coupe 3,785 7 Limousine 4,085 WILLS-STE CLAIRE—"C-68." 8-cyl. 127 W. B. 4 Roadster \$3,185 7 Sedan \$4,100 5 Brougham 4,100 7 Limousine 4,285 5 Sedan 4,085	STUTZ—6-cyl. 120 W. B. 5 Tourist . \$2.395 4 Coupe . \$3.050 2 Roadster . 2.395 5 Sedan . 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist . \$3.070 7 Suburban . \$3.925 5 Sport . 3.035 7 Berline . 4.035 5 Brougham . 3.785 YELLE—6-cyl. 118 W. B. 5 Phaeton . \$1.450 5 Brougham . \$1.495 4 Roadster 1.650 6 Sedan . 1.825 3 Coupe . 1.425
7 Phaeton \$2,885[5 Sedan \$7.885] 4 Roadster 2 9.857 Sedan 3.990 5 Tray 3.085[5 Brougham 2.990 4 Coupe 3.785[7 Limousine 4.085] WILLS-STE CLAIRE—"C-48." 8-y1. 127 W. B. 4 Roadster \$3,185[7 Sedan \$4.100] 5 Brougham 4.100 7 Limousine 4.285 5 Sedan 4.085	STUTZ—6-cyl. 120 W. B. 5 Tourist . \$2.395 4 Coupe . \$3.050 2 Roadster . 2.395 5 Sedan . 3.050 STUTZ—6-cyl. 130 W. B. 7 Tourist . \$3.070 7 Suburban . \$3.925 5 Sport . 3.035 7 Berline . 4.035 5 Brougham . 3.785 YELLE—6-cyl. 118 W. B. 5 Phaeton . \$1.450 5 Brougham . \$1.495 4 Roadster 1.650 6 Sedan . 1.825 3 Coupe . 1.425
4 Roadster\$3,185 7 Sedan\$4.100 5 Brougham 4,100 7 Limousine 4,285 5 Sedan 4,085	STUTZ—6-cyl. 120 W. B. 5 Tourist . \$2,395 4 Coupe . \$3,050 2 Roadster . 2,395 5 Sedan . 3,050 STUTZ—6-cyl. 130 W. B. 7 Tourist . \$2,070 7 Suburban . \$3,935 5 Sport . 3,035 7 Berline . 4,035 5 Brougham 3,785 5 Brougham 3,785 5 Phaeton . \$1,450 5 Brougham . \$1,495 4 Roadster . 1,650 5 Sedan . 1,825 3 Coupe . 1,425 WILLS-STE, CLAHRE—6-cyl. 127 W. B. 7 Tourist . \$2,385 4 Sport . \$2,800 4 Roadster . 2,800 5 Sedan . 3,185 4 Gray G . 2,485 7 Sedan . 3,285 5 Coupe . 2,985 7 Limousine . 3,355 WILLS-STE, CLAHRE—B-08-" 8-cyl.
	\$\text{STUZZ-6-cyl. 120 W. B.}\$ \$\text{Tourist}\$ \$\tau_2.395 \$4 Coupe \$\tau_3.059\$ \$\text{2 Roadster}\$ \$\tau_2.395 \$5 Sedan \$\tau_3.059\$ \$\text{STUZZ-6-cyl. 130 W. B.}\$ \$\text{7 Tourist}\$ \$\tau_2.079(7 Suburban \$\tau_3.355\$ \$\text{5 port}\$ \$\tau_3.035 7 \text{Berline}\$ \$\tau_4.035\$ \$\text{5 Brougham}\$ \$\tau_7.855 \$ \text{Berline}\$ \$\tau_4.035\$ \$\text{5 Brougham}\$ \$\tau_7.855 \$ \text{Berline}\$ \$\tau_4.035\$ \$\text{5 Phaeton}\$ \$\tau_1.456\$ \text{Berline}\$ \$\text{1.8 W. B.}\$ \$\text{5 Phaeton}\$ \$\tau_1.456\$ \text{Sedan}\$ \$\tau_1.255\$ \$\text{3 Coupe}\$ \$\tau_1.425\$ \text{WILLS-STE, CLAIRE-6-cyl. 127 W. B.}\$ \$\text{7 Tourist}\$ \$\tau_2.385 \$ Sedan \$\tau_2.2806\$ \text{Again}\$ \$\text{3.185}\$ \$\text{4 Gray G}\$ \$\text{2.4867 Sedan}\$ \$\tau_2.2866\$ \$\text{4 Gray G}\$ \$\text{2.4867 Sedan}\$ \$\text{3.285}\$ \$\text{5 Coupe}\$ \$\text{2.985}\$ \$\text{5 Linge-"B-68-"}\$ \$\text{8-cyl.}\$ \$\text{127 W. B.}\$ \$\text{7 Phaeton}\$ \$\text{3.285}\$ \$\text{5 Sedan}\$ \$\text{3.385}\$ \$\text{4 Roadster}\$ \$\text{2.985}\$ \$\text{5 Sedan}\$ \$\text{3.385}\$ \$\text{5 Sedan}\$ \$\text{3.385}\$ \$\text{5 Toups}\$ \$\text{3.385}\$ \$\text{6 Roadster}\$ \$\text{2.985}\$ \$\text{5 Sedan}\$ \$\text{3.390}\$ \$\text{5 Tray}\$ \$\text{3.385}\$ \$\text{6 Brougham}\$ \$\text{3.300}\$ \$\text{4 Coupe}\$ \$\text{3.785}\$ \$\text{5 Immusline}\$ \$\text{4.88E}\$ \$\text{-(-48.")}\$ \$\text{8 Cyl.}\$

Maintenance Company Takes Care | Tire Dealer Makes Friends by Service Of Night Service for Dealers

Plan Saves Money For Members

St. Louis Dealers Avoid Night Calls, But Get Jobs

GROUP of the largest automobile dealers in St. Louis has been enabled to do away entirely with their emergency, night, holiday and Sunday service departments through the co-operation of the Nelson Motor Car Maintenance Company, which has established a system called the "Nelson plan," whereby "Nelson plan," whereby these service calls for a large number of dealers are taken care of by the Nelson organization.

organization.

The system is so devised that the dealers' shopp get all the major repair and service work, to be done during regular daylight hours, while the Nelson Company takes care of all minor read service at a reasonable Company takes care of all minor road service at a reasonable charge to the car owner. To date the plan has worked very well, owners get prompt and efficient service and the dealers no longer required to maintain a night, holiday and Sunday force, which has usually been done in the past at a loss. Here is the way the plan works:—

Has Complete Equipment

Has Complete Equipment
The Nelson Motor Car Maintenance Company has offices and
hops in the heart of the autohobile district in St. Louis. At
this headquarters are maintained
several large wrecking trucks,
completely outfitted with cranes,
owing dollies, tow ropes, tools,
and all the wrecking nearpher. nd all the wrecking parapher-alia that is necessary to handle

sh-up. re is also stationed here of cars, manned by goo rs are located at various sub-actions in outlying districts, so nat no time shall be lost in re-conding to road calls on distant

rarty to the arrangement places in the city telephone directory, and in all his advertising, the telephone number of the Nelson ompany --Bomont 3370 - for night, holiday and Sunday emer-gency service. The Nelson com-pany maintains a switchboard and operator, with six trunk lines

Quote Nelson Number

The Buick owner, whose car has been wrecked in a night, Sunday or holiday accident, for nstance, looks in the telephone nstance, looks in the telephone book for the Vesper-Buick Com-pany, or, perhaps, for the name of his neighborhood Buick dealer, where he has been in the habit f taking his car for mainten-nce work. He finds the numance work. He finds the num-ber for night and similar service, Bomont 3370, which is really the Nelson Company's number, hough he is not aware of it. A Nelson wrecking truck is im-mediately dispatched on the call, mediately dispatched on the call, and soon tows the wrecked car to the Buick dealer at whose shop the owner wants the car repaired. The watchman at that shop lets the Nelson operatives bring the car in, and the next day the dealer's mechanics get

If it is but a quick service road all, for carburetor adjustment, some slight engine trouble, any of the minor aliments that "trouble shooter" soon disvers and remedies, one of the cars is sent flying out on call from the nearest Nelson

Here is an interesting account of a service plan started in St. Louis. By its the expense of operation. spared maintaining night and holiday emergency forces and yet their owners are assured of quick road aid when in trouble. Not only that, but the dealers get the profitable big re-pair jobs to do in the day-You'll want to read how this is working out.

operator at the Nelson switchboard is very careful to get the details of every call, so as to know just what kind of service is wanted.

Now, as to the charges for this Now, as to the charges for this work: If it is a wreck, and a straight wrecking and towing job, the charge is so much an hour for the service of the Nelson wrecking crew up to the time of delivery of the car to the dealer designated by the owner. If a quick road service job, a fair charge is made for the time of the operator and car, and of the operator and car, and the work he does on the owner's machine. The car owner pays these charges direct to the Nel-son company.

Calls Reported to Dealer

complete check is given automobile dealer using each automobile dealer using this service, however, for the Nelson company sends duplicates every day of every call and every charge made against regular customers of each dealer in the service. For instance, on the morning after a wreck such as mentioned above. as mentioned above, if the wrecked car was towed to the Vesper Buick shops, that company would receive a statement from the Nelson offices that "John Smith's Buick touring car, No. 314-411, was towed to your shops last night for which we

"John Smith's Buick touring car, No. 314-411, was towed to your shops last night, for which we charged him \$22.50." Or, if it was a road adjustment, the statement would show the owner's name and license, the work done by the Nelson operative, and the charge made against the car owner.

The success of this kind of service depends very much, of course, on the integrity and sincerity of purpose of the company rendering it, and fortunately, the Nelson Company has the right idea, and gives to St. Louis car owners of many makes of cars a service beyond any that a single dealer could maintain. Response to emergency calls is Response to emergency calls is expert < mechanics wrecking operatives are employed, and the charges to car owners are fair and reasonable.

The dealers get all the major

work to be done during regular working hours. Overtime rates, which always go hand-in-hand with emergency service, are done away with in so far as each dealer is concerned.

PAINTS CAR UP WITH SPECIAL SIGNS

The Willys-Overland branch, St. Louis, in a new advertising stunt, has covered one of its four-cylinder, two-door Overfour-cylinder, two-door Overland sedans with signs reading, "Room to Stretch," "Proven Economy," "Rear Gas Tank," "Sliding Gear Transmission," "Power to Spare," "Four Hinges on Doors," "Comfort for Five," "Chrome - Vanadium Springs" and "Satin Duco Finish."

It is said that the car thus decorated has attracted a good deal of attention, and that the manner of putting the signs on the car does not injure the Duco

not injure the Duco finish in any way.

¶ Merchandising ideas that have helped others will help you.

Exploits Unique Trade Mark

Winslow B. Felix, Chevrolet dealer, Los Angeles, has adopted the comic character of Felix, the black cat, as a sort of trade mark, and so extensively has he

black cat, as a sort of trade mark, and so extensively has he featured it that a black cat is almost synonymous in Los Angeles for a Chevrolet.

A visit to Mr. Felix's establishment would almost make one believe that he was in the studio of Pat Sullivan, the cartoonist who first made these cartoons so familiar in every part of the country. But Mr. Felix has gone him one better, for it is "Felix" who talks to customers!

For instance, in the service department Felix is painted on the wall to tell folks the merits of the Felix service and to state emphatically that the customer must be pleased or it's no trade!

Or, if you are looking for the

phatically that the customer must be pleased or it's no trade!
Or, if you are looking for the parts and accessories department in the back of the garage, a life-sized "Felix" again on the wall points the way. This "cat," with such a good sense of humor that he makes friends, is truly this dealer's double.

Another instance of "Felix's" friendliness with the public was during the dull summer months, when, for a certain advertised period, he was willing to go home with every caller in the shape of a souvenir black cat. Of course, after that, Chevrolet owners sported their mascot, Felix, and further advertised Mr. Winslow Felix as far and wide as the touring vacationist is apt to travel.

LUCKY COIN GIVES CREDIT ON CAR

The Mohen & Amidon Sales Corporation, Hupmobile, Hudson and Essex dealers, Hartford, Conn., have circulated a large umber of lucky pieces made of aluminum in the center of which aluminum in the center of which there is secured a new, bright penny. On the front side of the luck piece there is a horseshoe and a four-leaf clover surrounded with the words, "Keep Me and You Will Have Good Luck."

On the reverse side is the company's name and address and also the following: "Good for \$10 on New or Used Car."
The management says that good results have been obtained with

results have been obtained with

Proves Good Ad



ATTACHED to parked cars, these cards proved effective ad-vertising for Alling & Miles, Hudson-Essex dealer, Rochester, N. Y.



ONE OF THE LEADING tire establishments of Connecticut is the Tire Shop, New Haven. The picture shows the firm's attrac-tive headquarters with its personnel grouped in front. This dealer has won many new customers by his day and night service for stranded drivers. He has three trucks which are always ready to answer calls and remedy tire trouble for a nominal charge.

Says Cooperation With Distributor Aids Dealer

CAR dealers in small towns, served by distributors in larger communities, often feel served by distributors in larger communities, often feel that the latter get the best of it. This view is not justified by the This view is not justified by the experience of Robert J. Taylor, Hudson-Essex dealer, Caldwell, N. J. He thinks that distributors, on the whole, are constantly on the alert to look after the best interests of their dealers, and that cooperation between and that cooperation between the two is essential to the re-tailer's business success. "Several dealers that I know,"

says Mr. Taylor, "are under the impression that the distributor

impression that the distributor gets all the cream. I do not think so. I honestly believe that the distributor does and always is doing everything he possibly can to co-operate with the dealers under his direct jurisdiction. "Of course, there are times when the dealer, probably not being able to secure cars just when he may need them most, or as rapidly as he might have thought he should, thinks, and possibly rightly so, that he has a grievance against the distributor. But, fortunately, these But. fortunately. ases are few and far between, n my opinion, the distributor acts as a sort of watchdog of the

dealers' business. He is in constant touch with his dealers, and has undoubtedly made an extensive study of each individual dealer's local conditions.

"Then again the question crops up as to whether or not the dealer would rather work under direct factory supervision under a working agreement th a distributor. Personally,

with a distributor. Personally, I prefer the latter.
"Co-operation of the right sort between the distributor and the dealer means the existence of far more harmonious relations among the various other dealers handling the same make of car in the same state or territory. By that I mean that dealers are in a postion to better help one another to their own mutual

"Finally, I know of nothing more vital to the success of the average dealer than close and harmonious co-operation on the harmonious co-operation on the part of the distributor. But it is to be understood that it is strictly up to the dealer himself to assume his share of the bur-den, thereby paving the way for amicable relations part of both the distributor and

ENABLES DEALERS TO CO-OPERATE

In starting its national advertising campaign on the Junior Eight, the Locomobile Company of America, Bridgeport, Conn is sending to dealers reprints of the ads that will be run in magazines of country-wide circula-

The first of these ads depicts on one side the models in the on one side the models in the Junior Eight line, giving the f. o. b. prices underneath each in large type. Alongside is a broad column of text setting forth salient points about the cars.

By having these reprints in advance, dealers are enabled to make preparations so that they can co-operate locally with this advertising.

CAR COVERED WITH SIGNS

The Union Chevrolet Company, Memphis, has worked out a stunt to center attention upon one of its cars. A coupe was completely covered with lithographs supplied for advertising purposes. The pasted-up car was driven about the city and attracted unusual attention.

STAGES DOLLAR SALES OF ACCESSORIES

"Dollar Week," during which all stores of the Western Auto Supply Company sell motor acories specially priced at one cessories specially priced at one dollar, is a semi-annual event, according to A. S. Conley, manager of the company's Olympia, Wash., store.

Items placed on sale during "Dollar Week" are taken from the regular stocks of merchan-

the regular stocks of merchan-dise, which gives the customer assurance of receiving first class merchandise, according to Cou-ley, who added that the sale has proved extremely popular with motorists.

PICTURES SENT OUT

The Graham-Merrin Company of Memphis has had a "Fordo-graph Album" prepared by an advertising agency there. It is of pamphlet size and is a compilation of the series of novel personality advertisements recently run by the firm in a Memphis newspaper. Each member of the Graham-Merrin organization has his photo published in the booklet, set off by a cleverly caricatured body. The Graham-Merrin Company

Personal Paragraphs

Ettinger, for the past three years connected with the Alemite Lubricator Company of this city, was recently promoted to assistant manager in charge of sales for the Alemite Lubricator Company of Wisconsin a factory branch of of Wisconsin, a factory branch of the Bassick Manufacturing Company at Milwaukee

Oakland, Cal., Sept. 30 (U. T. P. S.).—Frank Sanford, formerly manager of the Howard Automomanager of the Howard Automobile Company, Buick representative in Oakland, has resigned to become president and general manager of the Trailer and Truck Equipment Company of the Pacific Coast, with headquarters in San Francisco. Offices also will be maintained in Oakland.

St. Louis, Sept. 30 (U. T. P. S.).

—L. A. Harris, for the past five
years vice-president and treasurer
of the American Automobile Insurance Company, has been elected
president. He is a St. Louisan and received his early training in local public utilities companies. During the war he was chief auditor of the Emergency Fleet Corporation in Washington.

Chicago, Sept. 30 .- H. A. Weh vice-president and general ger of Community Motors, Oakland distributers, an-Inc., Oakland distributers, announces the appointment of Lester Rich as retail sales manager of the store on the "Row" at 2426 Michigan Ave. Mr. Rich was formerly in a similar position with the Bird-Sykes Company.

Mcmphis, Tenn., Sept. 30.—M.

McEllroy has been promoted office manager at the Chevrolet lotor Company's zone headquarers in the Shrine Building.

Los Angeles, Sept. 30.—W. E. Phomas, manager of service and the used car department of the cord Motor Car Company, is pending a ten days' vacation at

Chicago, Sept. 30.—H. C. chicago, Sept. 30.—H. C. Gordee, who operates the Austin Motor Company, suburban Chrysler dealer, gave a band concert in his salesroom to 150 friends a fortnight ago. The Austin band was organized by Mr. Gordee two years ago as a community organiyears ago as a community organi-zation, and during the summer months it played concerts about the streets of the suburb.

Oakland, Cal., Sept. 30 .- Frank Oakland, Cal., Sept. 30.—Frank Cary, for seven years manager of the Chanslor Lyon branch here, has been elected to the board of directors of his organization, which is engaged in accessory job-bing on the Pacific Coast.

Brownwood, Tex., Sept. 30.—W. C. Tollison, owner of the City Auto Bus Lines, had his leg broken when a car he was driving collided with another car.

Evansville, Ind., Sept. 20.—
Robert E. Hunter, president of
the Tri-State Motors Corporation,
holders of the local Marmon,
Jordan and Oakland car and
White truck franchises, has returned from Indianapolis, where
negotiations were opened for disposal sof the franchises. Mr.
Hunter recently announced his
retirement from the automobile
merchandising field, to devote his
complete attention to other intercomplete attention to other interests.

Kansas City, Sept. 30.—Carleton Robb has resigned as executive secretary of the Automotive Trades Association of Kansas City and will leave in a few days for Oklahoma City, Okla., to become sales manager of an automobile accessories company.

Hartford, Conn., Sept. 30.—H. V. Smith, treasurer of the Har-W. Smith, treasurer of the Harrington Hudson Company, Hudson and Essex distributor, is again at his desk after an absence of several weeks, during which he underwent an operation for appendicitis and another for an intestinal disturbance.

Dealer Doings

Quality Motor Car Company has entered business as dealers in Gardner sixes and eights, at 3029 Hudson County Blvd. P. A. Ritsick, coal operator of Hazleton, Pa. heads the organization, and its neads the organization, and its general manager is Joseph R. Harris, who has been associated for the past four years with the Stanley Automobile firm here. In addition to the Gardner passenger car, the Quality Company will handle a line of steam trucks and buses put out by the Steam Vehicle Corporation of America.

Des Moines, Ia., Sept. 30.-E. Cochran Motor Com Company. c. E. Coenran Motor Company, recently appointed Ford dealers for East Des Moines, has opened its sales room at 1737-1739 East Grand Ave. Mr. Cochran, owner and manager, was formerly in the Ford business at Wetumka, Okla. The personnel of the company is made up of Des Moties are made up of the company is the company in the company is the company of the company is the company of the company is the company is the company is the company is the company in the company is the company in the company is the company in the company in the company is the company in the company in the company in the company in the company is the company in t The personnel of the company is made up of Des Moines men, with the exception of Roy B. McKanna, service manager, who from Oklahoma City

Schaumberg, III., Sept. 20.— Emil Becker has opened a Dodge car dealership in the Meusching Building, and, in addition, will maintain a repair and accessory

Malvern, Ark., Sept. 30 .- The 505 Service Station, owned by C W. Hardwick and Sandford Mc Millan, has taken the Star dealer-ship in this territory.

Elmira, N. Y., Sept. 28.—The Chemung Motor Company, Jackson R. Shoemaker, president, is now handling the Federal Knight truck.

Improvements

Danbury, Conn., Sept. 30. --Harold D. Van Houten, represent of Overland and Willys-Knight cars, has begun the con-struction of a building near the corner of West Street and Terrace Place for occupancy by his busi-

Portland, Ore., Sept. 30 (U. T. P. S.).—An additional 2,500 feet of floor-space for auto truck parts is being added by the Hodes Wrecking Company.

Wheatland, Ill., Sept. 30.—The Wheaton Auto Sales, Inc., has purchased the site at Front Street and Wheaton Avenue and will open a Ford sales and service station there after extensive remodeling. The company plans garage and repair department esta blish a Sinclair filling station

Topeka, Kan., Sept. 30.—The International Harvester Company branch at Topeka is constructing a \$20,000 building at 109 North Kansas Ave. to be devoted exclusively to the show and storage of trucks and motorized farm machinery.

Alliance, O., Sept. 30 .- Without a single rivet in its structure, the new two-story building of the Peerless Auto Sales Company of Canton is nearing completion. Canton is nearing completion. Electric arc welding has been employed in joining the steel work.

Brickeys, Ark., Sept. 30.-Carter Brothers have completed and oc-cupied a new building for their garage and Ford service station, following a fire which wiped out the business section.

Out on the Coast

Los Angeles, Sept. 30.—Reminis cencing is an old man's besetting



sin. I see it has come to Barney Oldfield. In read-ing his old time recollections in the Saturday Evening Post I find with him malady proving a most interesting dis-ease to those of us delighting to be

put wiser to the old times of the automobile. As a mater of fact, Oldfield told in his first article a whole lot of ancient history that even this old timer had not heard.

To some of the events in his days of his motor racing career I happened to be a witness, particularly that race at Ormond in 1905, when he beat W. K. Vanderbilt in his Mercedes, who the year before had set the automobile world agog with a straightaway mile in 39 seconds on this famous Florida beach course.

If I recollect aright, on that occasion Barney, in the Winton Bulthe first important scored victory credited to an American car in the first three years of Orcar in the first three years of Ormond-Daytona racing. It brought great joy to Sam Miles and me, who were judges at the finish to see the Bullet evolve from the thick fog before Willie K. emerged. Barney really beat Willie by that old trick of his of jumping away from the mark on a fast instead of a low moving stort which he refers slow moving start, which he refers to in his memoirs as having first been practiced by him with "999" when he first beat Winton and the Bullet on a dirt horse track.

Later on in his story Barney tells how that in his first dirt track race with "999" he made his first try-out of his famous skid at the turn trick of steering with the skid and then abruptly straightening out his car for the rush down the homestretch.

How well I remember his first How well I remember his first pulling this trick for New Yorkers at the Empire City track with "999," how we all held our breath as he struck the last turn, how we lost him in a cloud of dust, and the thrill we got when he emerged from it in safety and sped down the homestretch to a glorious finish in 59 3-5 seconds, beating his former world's dirt track record made at Indianapolis. made at Indianapolis.

Incidentally in those days racing at Empire City Track was managed by Alfred Reeves for its owner. by Alfred Reeves for its owner, James Butler, chain grocery store millionaire. At that time Reeves followed the trotting game as secretary of the New York Speedway Association. I think it was following his Empire City management that Al managed for Dave Hennen Morris and his brother the local transfer of the Morris and the Morris of the mobile meets on the Morris mile-and-a-half running

These, though, were only brief These, though, were only brief horse and auto racing departures for Al before he became manager of Henry Ford's independent body, the American Motor Car Manufacturers' Association, and later the Licensed Association of Automobile Makers, until Ford's final win in his Selden patent appeal, when it became the National Automobile Chamber of Commerce. All of this race promoting time Reeves was editing the automobile column of the Evening Mail or that of the Globe, so that he was never separated from motor cars altogether.

Bankruptcies

Lawrence, Mass., Sept. 30 .- A voluntary petition in bankruptcy has been filed in Federal Court by William J. Morton and Rollin E. Morton, doing business here as the Morton Motor Equipment Company. Liabilities are given as \$39,709, with no assets.

Classified Advertising

SMALL "want-ad" in these classified columns will help you get what you want at least expense and bother to yourself, and in the shortest possible time,

can now, for the first time in the history of the industry, send your classified advertisement overnight to thousands of automotive trade prospects-with no waste circulation.

Don't wait weeks for results—take the "short-cut" to the men you want to reach. Follow the path of least expense and

Put your message in words and let AUTOMOTIVE DAILY NEWS be your biggest salesman.

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check, or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

INCREASED loyalty, renewed ambittor and greater pride in service from your men will result if they can qualify and receive the recognition as a certified service man; full information gladly fur-nished. Address Certified Service Men' Association, 224 East Market St., Greens-box N. T.

boro. N. C.

HERE'S an idea for some live service
station.—Why not hook up with a
'wide awake' partner with capital. and
run a chain of dealer and service stations?

A classified ad will help you find the
light kind of partner.

ESTABLISHED manufacturer wants article to make and sell strictly to jobbers
of automotive supplies. Phone Longacre,
S538, or write Box No. 43, Automotive
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THE AUTOMOTIVE MAINO.

words, and at 5c a word will cost \$2.50, consecutive insertions, the sixth inson free, will cost \$12.50, i insertions, the 11th and 12th insers being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for our money making proposition. Address Box No. 19. Automotive Dally News.

MATERIALS

PATENTS

an inventive idea? Let me de-William M. Smith. United ent Agent. 1910 Smith Governor ville, Ind. Consultations free, and trademark matters. Geo., 63 Park place, New York city.

WE HAVE an exclusive jobbers proposi-tion for the only complete standard line of water circulating pumps. A style to fit every purse. Every boiling Ford prospect. Jobbers write for catalog ar proposition. Address Box No. 8, Autom tive Dally News.

SITUATION WANTED-MALE

THE AUTOMOTIVE DAILY NEWS reach the important executives every day, is the best medium for you to use wh you desire to make a change or find new connection without loss of time yourself.

INCORPORATIONS

Raleigh, N. C., Sept. 30.—New corporations in North Carolina include:-

Buchanan Motor Company Buchanan Motor Company, Roper; \$50,000; general garage business; J. W. Buchanan and A. E. Brothers, both of Roper, and W. G. Gaither of Elizabeth City. HI-Way Service, Smithfield; \$10,-

Hi-Way Service, Smithfield; \$10,-000; to engage in gas, oil and accessory business; J. R. Johnson, Alice Johnson and Hallie Johnson. Rex Motor Company, New Bern; \$100,000; to engage in general sales and repair business; Rex Willis, J. V. Blades and A. M. Stenger.

Blue Star Rug Line, High Point;

Blue Star Bus Line, High Point; \$50,000; J. Marvin Farlow, Addie Aycock and A. E. Farlow. Federal Oil Company, Clayton; \$60,000; subscribed by H. G. Pope and R. W. Sanders, both of Clay-ton, and J. H. Foster of Greens-boro.

Olympia, Wash., Sept. 30.—New incorporations in Washington in clude:—

Nagelvoort Stearns Cadillac Com pany, Seattle; \$100,000; Floris Na-gelvoort and Sam D. Stearns.

Gas Company, Olympia; \$99,900; Jacob Khnuehman and L. J. Stick-lin. Washington-Oklahoma Oil and

Salcm, Ore., Sept. 30.—New Ore on incorporations include:— Schoppe & Huggins Auto Service Portland, \$45,000; Harry W. Schoppe, William Higgins and Mary Higgins.

Pierce-Harrison Company, Med-ford; C. H. Pierce, N. H. Harrison and W. W. Allen. Oregon Auto Company, 147 North Commercial Street, Salem; \$50,000; automobiles; A. C. Bohrn-stedt and others.

Columbus, O., Sept. 30 (U. S.).—New Ohio incorporatio

Wheeler Reo Sales Company, Barberton; \$20,000; to deal in autos, trucks, parts and acces-sories; Charles H. Wheeler, Mary A. Wheeler, Augustus D. Wheeler, J. W. Predmore and W. H. Craw-

Patterson Parts Company, 118 E. 8th St., Cincinnati; \$25,000; to deal in autos, parts and acces-sories; Harry J. and Nadia J. Patterson, Florence and W. B. Patterson, Florence and W. B. Cunningham and Richard Remke.

Albany, N. Y., Sept. 29

Albany, N. Y., Sept. 29.—Automotive concerns incorporated in New York state are:

Merit Service Co., Inc., Brooklyn, \$20,000; garage; care M. F. Flaherty, 670 East 39th St.
Strafford Garage Corporation Queens Borough, New York, \$25,000; garage; care George W. Curry, 58 Ithaca St., Elmhurst, L. I.
Criterion Garage, Inc., New York, \$20,000; garage; care S. I. Zuckerman, 350 Broadway.
Hastings - Mullen Corporation Jamaica, L. I., \$25,000; garage; care William H. Hastings, 6 Hillside Court.

side Court.

side Court.

Norman & Russell St. Corporation, New York, \$25,000; automobiles; care S. Winberger, 342 Madison Ave.

F. & S. Motor Company, Gloversville, \$20,000; automobiles; care W. J. Stubbing.

Indianapolis, Sept. 28.—New Indiana incorporations are:—

Hargan Motor Co., New Albany \$75,000; automobiles; old concern

The Great States Corporation Richmond; \$20,000; automobile a cessories; old concern.